

MANUFACTURERS RECORD

An Honest Tax

THE income tax revision bill, recently passed by the House of Representatives, is the most dangerous tax bill ever to be considered by Congress in the history of our country. Most thoughtful citizens share this opinion.

This House approved bill taxes many individuals to the point of confiscating their incomes. It taxes corporations, large and small, more drastically than they were taxed during World War II—an all-out war. If passed by the Senate and approved by the President in its present form, this bill would constitute a greater threat to the American enterprise way of life than would a full scale war with Russia.


Instead of raising already exorbitant individual and corporate income taxes beyond the danger point, a broad-based sales tax should be adopted. Such a tax would not only raise the revenue needed, but it would act as a most effective deterrent to inflation. It would hurt every individual every time he paid it, thereby making each aware of two very important things; one, his responsibility to support his government, and, two, his government's present extravagance.

Today everybody is paying cumulative, indirect taxes in the high prices they pay for everything they buy.

A sales tax levied directly on consumers—all of us who actually pay all indirect taxes anyway—is the only honest tax.

High Grade

International phosphates



Phosphate for
the Manufacture of Complete Plant Foods

Natural Ground Rock Phosphate
for Direct Application to the Soil

Phosphate for
the Manufacture of Industrial Chemicals



Ample resources for prompt deliveries
of large tonnages from International's
modern mines and plants in Florida at
Noralyn, Peace Valley, Achan, Mul-
berry; in Tennessee at Mt. Pleasant
and Wales.



PHOSPHATE DIVISION

INTERNATIONAL MINERALS & CHEMICAL CORPORATION

General Offices: 20 North Wacker Drive, Chicago 6

This advertisement is appearing currently in magazines reaching fertilizer manufacturers

on the "UP" end

Meaning you can **DEPEND** upon a Jeffrey Bucket Elevator if you have material to be lifted so that something else may be done with it. Step **UP** your production schedules . . . bring costs down. In addition, you save time and expense in making layouts and drawings . . . we have worked out a complete line of standards. A type and size to meet your requirements.

Other Jeffrey Products:

- Bin Valves
- Belt Idlers
- Car Pullers
- Chains
- Conveyors
- Coolers
- Crushers
- Dryers
- Feeders
- Pulverizers
- Screens
- Transmission Machinery
- Weigh Feeders

Vertical or inclined, with or without casings and with many features for the best of service and economical operation. It is a step forward to select a Jeffrey Bucket Elevator. May we hear from you?

Many features: welded angle casings, improved head and boot sections, removable hood, large inspection doors, increased bearing protection, and others.

It's easy to select a Jeffrey Bucket Elevator. Capabilities or requirements specified on page or double spaced letterhead.

JEFFREY

ESTABLISHED 1877

Complete Line of
Material Handling,
Processing and
Mining Equipment

Mr. Businessman:

Check

FLORIDA

... for Sub-Contracts!

FLORIDA'S many and varied manufacturing plants set World War II production records -- convincing evidence of Florida's ability to produce for you now. A quick trip to Florida to arrange a sub-contract...or to start a new plant... may lead not only to present profits, but also to opportunities to share Florida's bright industrial future.

CHECK THESE FLORIDA ADVANTAGES:

PLENTY OF SKILLED, CONTENTED WORKERS
Fastest growing state... plenty of manpower... and "recruiting" special



skills from other sections is never a problem. People like to work and live in Florida because of

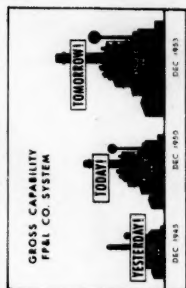
IDEAL YEAR-ROUND WORKING CONDITIONS
Moderate climate... warm winters... surprisingly mild, "water-cooled" summers (see chart)... high health levels reflected in

HIGH WORKER MORALE, HIGH PRODUCTIVITY
Lots of outdoor recreation, fresh-grown fruits and vegetables, high "presentism"... healthy workers work harder, produce more.

MILD CLIMATE ECONOMIES FOR EVERYONE
Save on expensive heating systems and insulation. Save on construction -- many jobs like airline maintenance are actually done outdoors. Workers save, too, on home-heating and heavy clothing bills.

IDEAL PLANT SITES, PLENTY OF POWER
Generating capability of Florida Power & Light Company has been

doubled since VJ-Day. Work in progress will triple it by 1953. And the company's far-flung inter-



connected system will deliver low-cost power to your choice of city, suburban or rural sites.



...and preparation for peace
are reviewed in 1950
Annual Report. Address our General
Offices, P. O. Box 3100, Miami, Florida.



FLORIDA POWER & LIGHT COMPANY

MANUFACTURERS RECORD

ESTABLISHED 1882

Devoted to the Industrial Development of the South and Southwest



Volume 120

August 1951

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AUGUST NINETEEN FIFTY-ONE

The South's Local Service Airline

MORE AND MORE PEOPLE
are finding that they can
SAVE MORE AND MORE TIME
AND MONEY
by using
MORE AND MORE SOUTHERN
AIRWAYS SERVICE

ROUND TRIP "Commuter" TICKETS
on Southern frequently cost less than
the total expenses of surface travel for
the same distance! Too, you arrive re-
freshed and relaxed . . . You can rent
a car at your destination if you wish
. . . And convenient return trips on
Southern speed you home sooner!

The South's Local Service Airline offers
fast, direct, daily flights from 31 lead-
ing cities of the South. Connecting
service everywhere!



WRITE, WIRE, OR PHONE Your
Local Southern Airways Office for Full
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General Offices — Municipal Airport
BIRMINGHAM

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ATLANTA

PELZER MILLS ADDS NEW HORTON TANK

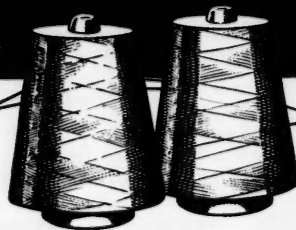


DEEP in the heart of the Carolina cotton country is another shining example of better water storage — a new Horton elevated tank. It was recently installed at Pelzer Mills, Pelzer, South Carolina, to provide employees' homes with more water for domestic use and fire protection.

As a large producer of cotton sheeting, tobacco cloth, broadcloth, diaper, poplin, and print cloth, Pelzer Mills depends on modern, dependable methods in all their operations. That's why Horton elevated storage was chosen to serve their employees.

A Horton elevated tank assures better water service because gravity pressure does the work. Mechanical failures and power shutdowns do not interrupt the water supply. This proven dependability results in lower fire insurance ratings for many plants.

Horton elevated water tanks with ellipsoidal-bottoms are built in standard capacities ranging from 15,000 to 500,000 gallons. Horton Waterspheres are built in capacities from 25,000 to 250,000 gallons. Write our nearest office for more details.



CHICAGO BRIDGE & IRON COMPANY

Atlanta 3 2145 Mowley Bldg.
Birmingham 1 1530 North Fifth St.
Boston 10 1020—201 Devonshire St.
Chicago 4 2104 McCormick Bldg.
Cleveland 15 2216 Guildhall Bldg.

Detroit 26 1510 Lafayette Bldg.
Houston 2 2114 National Standard Bldg.
Los Angeles 17 1517 General Petroleum Bldg.
New York 6 3313—165 Broadway Bldg.
Philadelphia 3 1619—1700 Walnut Street Bldg.

Salt Lake City 4 520 West 17th South St.
San Francisco 4 1540—200 Bush St.
Seattle 1 1320 Henry Bldg.
Tulsa 3 1611 Hunt Bldg.
Washington 6, D. C. 1144 Cafritz Building

PLANTS IN BIRMINGHAM, CHICAGO, SALT LAKE CITY AND GREENVILLE, PENNSYLVANIA

MANUFACTURERS RECORD FOR

No matter how you look at it— it takes a lot of coal!



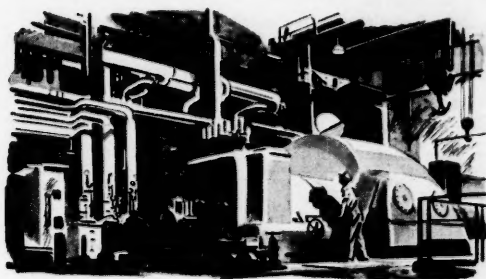
Almost everything America builds—wears—eats—produces—is made from coal or with power furnished by coal . . . coal used by America's steel mills—its railroads—its public utilities—its factories. *And don't forget all the coal used for home heating!*



More than 14 million American homes use coal for heat and rely on the steady, healthful comfort that only coal can provide. More than 120 million tons of coal are delivered by retail coal merchants every year for home heating and for schools, hospitals, churches, small industrial plants and other community uses.



Today—in addition to all the coal for everyday use—more and still more coal is needed for defense. For example, this "Walker Bulldog," latest U. S. tank, carries 76 mm. guns, goes 40 m.p.h.—*takes 50 tons of coal to make!* Will America get all the coal it needs for an economy which has to produce as never before? The answer is *yes!*



Today, coal when used with modern equipment is the most economical source of heat and power. Automatic controls and handling machinery have reduced operating costs all along the line. And, one ton of coal, used under this more efficient modern boiler, yields as much energy as that produced by three tons—a few years ago!

The most productive—the most efficient—coal mines in the world are the direct result of the free competition that accompanies private ownership. The progressive American coal companies are constantly striving for new and better ways of coal production—to cut costs and deliver a better product.

That's why the managers of this country's 8,000 mines have invested hundreds of millions of dollars in research, in modern mining machinery, in giant preparation plants and in opening new mines to replace "mined-out" or unproductive properties. *That's why this country's privately-managed coal companies have an output that no government owned or dominated coal industry—anywhere—can begin to match!*

BITUMINOUS COAL INSTITUTE
A DEPARTMENT OF NATIONAL COAL ASSOCIATION
WASHINGTON, D. C.

FOR NATIONAL DEFENSE AND FOR PEACETIME PROGRESS

YOU CAN COUNT ON COAL!

**A MESSAGE
TO AMERICAN
INDUSTRY**

**"This is more than a shortage
... this is an emergency.**

Every pound of your scrap is needed, NOW!"



"THE STEEL INDUSTRY is currently operating at more than 100% of rated capacity—turning out well over 2 million tons of steel per week. This record high production—every ton of which is in urgent demand—cannot be kept up unless we get more scrap from every potential source. For without your scrap we cannot produce enough steel. Today, every ton of steel turned out requires a half a ton of scrap for its production. That's why scrap—more scrap—is so urgently needed, and needed right away.

"The fact we have to face today is that steel mills are operating on a hand-to-mouth basis as far as scrap is concerned. Some mills are working on only a two-day supply of scrap. We already have had to shut down steel-making furnaces for lack of scrap.

"That's why we are asking you to strain every effort to get more scrap out of your plants and yards and on its way to the mills . . . to search out the scrap that doesn't come to market in normal times. You'll find this "dormant" scrap in obsolete equipment, tools and machinery that you haven't used for years . . . overlooked in your storage sheds . . . or rusting away in a junk pile in some forgotten corner. It's there. Turn it in at once—so we can turn out the steel you need. We can't do it without your help."

B. F. Taylor

President, United States Steel Corporation



UNITED STATES STEEL

MANUFACTURERS RECORD FOR

NEW AND EXPANDING PLANTS

COMPLIED FROM REPORTS PUBLISHED IN THE DAILY CONSTRUCTION BULLETIN

ALABAMA

ANNISTON — General Electric Co., electric tube plant near Anniston, \$6,000,000.
BIRMINGHAM — Edwards Motor Co., sales and service garage alterations and addition, 1400 3rd Ave. N.
BIRMINGHAM — Al G. Rives, laundry pick-up station, 90 Euclid Ave.
BREWTON — Radio Station WEBJ, Brewton Standard Building.
DECATUR — Chemstrand Corp., 1617 Pennsylvania Blvd., Phila., Pa., multi-million dollar plant.
GADSDEN — Alabama Gas Corp., Watts Bldg., office building, \$39,727, 624 Broad St.
HUNTSVILLE — Courtaulds, Inc., NPA approval for rayon plant, \$829,000.
LANETT — Lanett Bleachery & Dye Works, main mill addition.
MONROEVILLE — Monroeville Telephone Co., has REA loan of \$370,000 for extending and improving rural telephone service in Monroe County and small section of Conecuh County.
TRUSSVILLE — Appleton Electric Co., bought some 225 acres of land just south of the Alabama Great Southern Railroad tracks, for new plant, \$1,600,000.

ARKANSAS

ARKANSAS-TEXAS — Reynolds Metals Co., announced private sale to 20 institutional investors of \$85,000,000 of its bonds to finance an aluminum expansion program; proceeds to be utilized to finance construction of new Reynolds 150,000,000 pound-a-year aluminum reduction plant together with a 175,000 KW gas diesel power plant, being built near Corpus Christi, Tex., and also additions of its Jones Mills, Ark. and Troutdale, Ore. plants.
BATESVILLE — Batesville White Lime Co., limestone plant at Penter's Bluff, near Pine Bluff.
CONWAY — Ward Body Works, Inc., has RFC loan of \$300,000.
CROSSSETT — Crosssett Chemical Co., acidulation plant, \$150,000.
LITTLE ROCK — Hankins Container Co., Cleveland, Ohio, plant for manufacture of corrugated paper sleeves for electric light bulbs, \$250,000.
LITTLE ROCK — Southwestern Bell Telephone Co., will construct underground long distance telephone cable from Little Rock to Pine Bluff.
MAGNOLIA — Southwest Unit Structures, Inc., plant for manufacture of laminated arches, beams and trusses.
PRESCOTT — White Star Paper Co., multi-million-dollar paper mill to be built near Prescott.
SILOAM SPRINGS — Pluss Poultry, Inc., Denver, Colo., poultry processing plant, \$250,000.

FLORIDA

BARTOW — Swift & Co., Chicago, Ill., NPA approval for addition to plant near Bartow, \$22,800.
CORAL GABLES — Giffen Industries, Inc., 272 Aragon Ave., manufacturing plant, 234 Altira Ave., \$87,500.
DADE COUNTY — August Burrichter, East Glades Co-op Association, S. Allapattah Rd., Homestead, packing house, South of SW 228th St., \$33,000.
DADE COUNTY — Bernard Keller, 6246 S. W. 11th St., Miami, manufacturing plant, 4120 N. W. 26th St., \$56,000.
DADE COUNTY — Modern Plastics, industrial building, N. W. 29th St. & 40th Ave.
GIBSONTOWN — U. S. Phosphoric Products, change house and clock house.
HOLLYWOOD — Charles Lako, gas station.
IMMOBILE — Wisniant Ice Co., NPA approval for addition to ice plant, \$31,000.
JACKSONVILLE — Kieckhefer Container Co., box factory, \$200,000.
JACKSONVILLE — Ivy H. Smith Co., 15,000 square foot mill.
KEY WEST — Southern Bell Telephone & Telegraph Co., Inc., alterations and additions to dial and toll office building, Southard St. & Simons St.
MIAMI BEACH — Henry Chakford, post office and repair garage, 445 W. 40th St., \$85,000.
MIAMI BEACH — Radio Station WKAT, 1759 Bay Rd., addition to present radio station.
MIAMI — Levolor Lorentzen, Inc., 1731 NW 28th St., warehouse, \$40,000.

MIAMI — T. B. McGahey Motor Co., Inc., 1930 N.E. 2nd Ave., remodeling building front, \$32,063.
NORTH MIAMI — A. C. Churchill, service station, 13015 W. Dixie Highway.
PANAMA CITY — International Paper Co., Mobile, Ala., NPA approval for addition to office, \$65,240.
PORT ST. JOE — St. Joe Paper Co., expansion program; in addition to expansion of the mill itself, a new building with 100,000 ft. of floor space will be constructed to house equipment for production of corrugated boxes, \$25,000,000.

GEORGIA

ATLANTA — Atlanta Envelope Co., manufacturers plant and office building.
ATLANTA — Fafnir Bearing Co., office and warehouse addition on Piedmont Ave.
ATLANTA — Southern States Chemical Co., addition to plant, \$31,185.
BRUNSWICK — Brunswick Pulp & Paper Co., purchased from city 250-acre industrial plant site adjacent to present mill.

LOUISIANA

BATON ROUGE — Capital City Press, publishing plant, west side of Lafayette St., between North & Main Sts.
BATON ROUGE — Naugatuck Chemical Division, U. S. Rubber Co., major expansion program.
BATON ROUGE — Solvay Process Division, Allied Chemical & Dye Corp., expansion of local soda ash plant, \$15,000,000.
SHREVEPORT — Acadia Corporation, expansion of its motor gasoline producing facilities near Crowley.
SHREVEPORT — American Iron & Metals, Inc., Dallas, Tex., has been granted a certificate of necessity for construction of scrap facilities, \$444,000.

MARYLAND

MARYLAND — Board of Directors of Chesapeake & Potomac Telephone Co., of Baltimore, plans expenditures of \$1,072,000 for improvements and expansion of telephone facilities throughout Maryland.
BALTIMORE — American Oil Co., Baltimore & South Sts., NPA approval for gasoline service station, \$19,540.
BALTIMORE — Baltimore Garages, Inc., 10-14 S. Hanover St., NPA approval for parking garage, \$21,000.
BALTIMORE — Bethlehem Steel Co., addition to building, 1101 Key Highway, \$90,000.
BALTIMORE — B & O Railroad Co., storage building, 1501 Patapsco Ave., \$40,000.
BALTIMORE — Richard Carter, 2215 N. Monroe St., NPA approval for gasoline service station, \$15,000.
BALTIMORE — Chesapeake & Potomac Telephone Co., plans expanding telephone trunk lines between Baltimore and its north-west suburbs, \$400,000.
BALTIMORE COUNTY — Consolidated Gas & Electric Light & Power Co., will construct microwave switching house and control house, \$17,000.
BALTIMORE COUNTY — Michael Guttenberger, 402 Eastern Ave., garage and repair shop, Eastern Ave. near Mace Ave., Essex, \$35,000.
BALTIMORE — Crown Central Petroleum Corp., Baltimore & South Sts., NPA approval for filling station, \$14,250.
BALTIMORE — Ellicott Machine Corp., foundation for extension, 1611 Bush St.
BALTIMORE — Esso Standard Oil Co., St. Paul Pl. & Franklin St., NPA approval for rebuilding service station, \$21,100.
BALTIMORE — Charles A. Knott, 2107 N. Charles St., garage and workshop, 2804 Hamden Ave., \$40,000.
BALTIMORE — Latex & Rubber, Inc., office and storage building, 1075 Hull St., \$80,000.
BALTIMORE — Locke, Inc., Charles & Wells Sts., industrial waste plant.
BALTIMORE — Schenult Rubber Co., 3901 Clipper Rd., addition to manufacturing building, \$30,000.
BALTIMORE — The Texas Co., Olney Rd. & Granby St., Norfolk, Va., NPA approval for gasoline service station, \$20,481.
BERLIN — Acme Poultry Corp., NPA approval for processing poultry plant, \$98,200.
HAGERSTOWN — Agricultural & Mechanical Assoc., Hagerstown Fairground, NPA approval for additional manufacturing space for Fairchild Aircraft, \$104,300.
HAGERSTOWN — Fairchild Aircraft Division, expansion program under way, \$7,000,000.
HAGERSTOWN — A. M. Horst, 1101 Hamilton Blvd., NPA approval for service station, \$9,100.
HAMPSTEAD — Black & Decker Mfg. Co., Towson, completed arrangements for the future sale of a \$2,000,000 note to New York Life Insurance Co., will provide funds for 100,000 sq. ft. branch plant being erected.
ROCKVILLE — Washington Gas Light Co., applies to Federal Power Commission for standby gas storage plant, \$6,650,000.
SPARROWS POINT — Bethlehem Steel Co., coke oven, loading platform, building, \$37,500.
SPARROWS POINT — Bethlehem Steel Co., soaking pits, lean-to, electric repairs building, \$40,300.
TANETOWN — Southern States Taneytown Cooperative, Inc., NPA approval for feed mill, \$37,850.

(Continued on page 10)

New and Expanding Plants Reported in July—205

Total For

First Seven Months of 1951

1370

First Seven Months of 1950

1318

CARROLLTOWN — Stylewise Mill, Inc., nylon knit goods, and will devote entire production to full fashioned hosiery and nylon tricot cloth; expansion plans include construction of an addition to separate hosiery and tricot operations.

MACON — Akers Motor Lines, office and warehouse.
NEW HAN — Coweta-Fayette Electric Membership Corp., headquarters building, \$95,715.

SAVANNAH — The American Cyanamid Co., has acquired the Deptford tract from Savannah District Authority, for use in establishing a large industrial plant.

WEST POINT — Babcock & Wilcock Co., plant for manufacture of steam boilers for power generators, \$2,500,000.

KENTUCKY

GEORGETOWN — City Council seeking factory to operate in Georgetown.

LEXINGTON — Lamp Dept., of General Electric Co., Nela Park, Cleveland, Ohio, NPA approval for stand-by gas facilities, \$94,600.

LOUISVILLE — Clayton & Lambert Mfg. Co., building and operating an addition to Navy's Ordnance Plant.

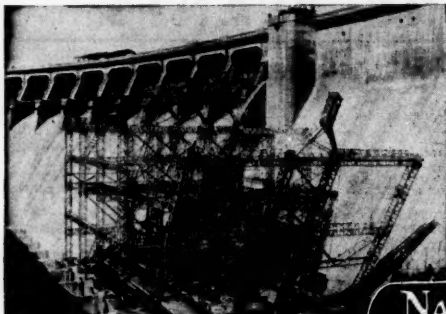
LOUISVILLE — Gulf Refining Co., 1091 S. 7th, NPA approval for service station, \$17,802.

LOUISVILLE — Standard Oil Co., Inc., 430 W. Bloom, NPA approval for service station, \$16,540.

PARIS — Detroit Harvester Co., Detroit, Mich., factory \$500,000.

PINEVILLE — Harris Oil Co., Middlesboro, NPA approval for gasoline service station, \$20,000.

ST. MATTHEWS — Consolidated Sales Co., of Kentucky, has obtained a charter to manufacture clothing and other dry goods.



THE Nashville Bridge Company will gladly quote an estimate for the fabrication and erection of intricate steel structures in well-known. We are particularly qualified to supply the Power Distributing Industries with transmission towers and switchyard structures—hot-dip galvanized after fabrication. Fabrication and erection of both steel and machinery for movable type bridges is a specialty. Look to Nashville for simple steel requirements as well as intricate structural jobs.

Plants and offices in Nashville, Tennessee and Bessemer, Alabama. We also own and operate the Bessemer Galvanizing Works—largest galvanizing plant in the South.



NASHVILLE BRIDGE COMPANY
NASHVILLE, TENN. — BESSEMER, ALA.

NEW AND EXPANDING PLANTS

(Continued from page 9)

MISSISSIPPI

HATTIESBURG — Hercules Powder Co., Wilmington, Del. NPA approval for new chemical manufacturing facilities, \$252,864.
JACKSON — Southland Cotton Oil Co., soybean plant.

OLIVE BRANCH — Home Telephone Co., REA loan of \$244,000 for extending service in Marshall and Desoto counties and small section in Shelby County, Tenn.

VICKSBURG — Spencer Chemical Co., Pittsburgh, Kans., contemplates erection of an anhydrous ammonia plant, \$15,000,000.

MISSOURI

BRENTWOOD — Zola, Inc., 7820 Forsyth Blvd., Clayton, NPA approval for storage warehouse, 1873 S. Hanley Rd., \$16,544.
COLUMBIA — M.F.A. Tire Division (A Division of Missouri Farmers Association, Inc.), 201 S. 7th St., NPA approval for tire recapping and repair shop and warehouse, \$87,500.

DONIPHAN — Doniphan Telephone Co., has REA loan of \$382,000 for improving and expanding rural telephone service facilities in Ripley and Butler Counties.

FERGUSON — Universal Match Corp., 1501 Locust St., St. Louis, NPA approval for production and operating building, Paul Ave., \$283,000.

FLAT RIVER — Union Electric Co. of Missouri, 315 N. 12th Blvd., St. Louis, NPA approval for new office building, 210 W. Main St., \$55,900.

KANSAS CITY — Whitaker Cable Corp., plans expenditures of more than \$150,000 to build two-story addition to its present plant.

MOBERLY — Key Co., E. St. Louis, Ill., has acquired J. Faessler Mfg. Co.

NORMANDY — Shell Oil Co., 1221 Locust St., St. Louis, NPA approval for service station, \$12,034.

PAGE DALE — Watlow Electric Mfg. Co., 1320 N. 23rd St., St. Louis, NPA approval

for new office and manufacturing building, 1376 Ferguson Ave., \$80,550.

ST. LOUIS — Angelica Uniform Co., 1419-29 Olive St., NPA approval for alterations to office, \$40,000.

ST. LOUIS — Barrett Equipment Co., 2101 Cass Ave., NPA approval for manufacturing and assembly building, 2007-2011 Cass Ave., \$129,500.

ST. LOUIS — William & Louise Beckman Trust Estate, 606 S. 7th St., office and print shop addition, 2813 Locust St.

ST. LOUIS — C & M Realty Co., for M. S. Walsh Co., Distributor for A. B. Dick Co., 1222 Olive St., NPA approval for service A. B. Dick Co. mimeograph equipment, warehousing of supplies, etc., new construction, \$38,524.

ST. LOUIS — General Services Administration, Kansas City, NPA approval for alteration to office and record storage, 1724 Locust St., \$89,200.

ST. LOUIS — Griesdick Brothers Brewery Co., 1920 Shenandoah Ave., NPA approval for office extension, alterations, \$25,750.

ST. LOUIS — Kaufman Lunch Co., 2727 Delmar Blvd., food building alterations.

ST. LOUIS — Lantz Brothers Baking Co., 38 N. Sarah St., NPA approval for one-story garage, 4050 W. Pine Blvd., \$48,650.

ST. LOUIS — Mesco Realty Co., Inc., 109 N. Eighth St., St. Louis, NPA approval for addition to truck terminal, 905 S. Ninth St., \$48,371.

ST. LOUIS — Millstone Construction Co., Aft. for Solemann Heat & Power Co., 2306 Delmar Blvd., NPA approval for one-story building, west side of Mackland Ave., \$65,300.

ST. LOUIS — Missouri-Kansas-Texas Railroad Co., 1526 Railway Exchange Bldg., NPA approval for alteration to freight station and accounting office and replacement of inoperative and worn out passenger elevator, 1600 N. Broadway, \$25,034.

ST. LOUIS — L. C. Frick Service Co., Inc., 505 S. 3rd St., NPA approval for truck re-

ceiving terminal and office, S.W. corner 6th & Cerre, \$31,888.

ST. LOUIS — Lantz Brothers Baking Co., 38 N. Sarah, garage, 4050 W. Pine Blvd., \$35,000.

ST. LOUIS — Mid-Continent Spring Co., 6315 Maple, factory addition.

ST. LOUIS — Monsanto Chemical Co., 1700 S. 2nd St., photographic studio addition, 1700 S. 2nd St.

ST. LOUIS — Southwestern Bell Telephone Co., Laclede Dial Building addition and alterations, 2317 S. Grand Blvd.

ST. LOUIS — Southwestern Bell Telephone Co., 1010 Pine St., NPA approval for addition on automatic telephone equipment building at 2317 S. Grand Ave., \$125,000.

ST. LOUIS — Western Electric Co., 4240 Duncan Ave., storage building, \$30,000.

SHREWSBURY — Laclede Gas Co., 1017 Olive St., NPA approval for one-story garage, \$71,000.

WACO — Waco Telephone Co., has REA

loan of \$125,000 for extending and improving rural telephone service in Jasper County, Mo. and Cherokee County, Kansas.

WELLSVILLE — J. Edward Smith, Jr., 3408 Lindell Blvd., St. Louis, NPA approval for regional warehouse, office and distribution center, North Market St. and Engleholm St., \$130,207.

NORTH CAROLINA

CHARLOTTE — Kenrich Hosiery Mill, Inc., has obtained charter to manufacture hosiery.

CHARLOTTE — Powers & Anderson, NPA approval for warehouse and sales office building, \$27,665.

CHARLOTTE — R. J. Reynolds Tobacco Co., research laboratory, \$1,000,000.

DURHAM — Colvard Farm Equipment Co., NPA approval for office building, \$38,542.

FAYETTEVILLE — B. H. Thomason, Sr., NPA approval for motor express terminal, \$17,900.

GRAHAM — Grabur Hosiery Mill, warehouse addition.

(Continued on page 12)

SIDE BY SIDE "Under the Skyline of Dallas"



For information on the Trinity Industrial District consult your real estate broker or . . .

INDUSTRIAL PROPERTIES CORP., 401 Republic Bk. Bldg., Dallas, Texas, Phone Riverside 6552

the new
**TRINITY
INDUSTRIAL
DISTRICT**
homes of
GLIDDEN PAINT COMPANY
and
**JOHNS-MANVILLE
SALES CORPORATION**



"Let him talk

"Get a load of him!

"In the ten years I've been patrolling this park, I've seen and heard all sorts of crack-pots. One guy said the only good food for people was . . . *grass*! Imagine me turning down a steak dinner for grass! And only last week some wild-eyed old coot was warning people the world would pos-i-tive-ly come to an end today.

"Now take that bird over there. He's telling everybody to quit work and let the government support them for the rest of their lives. Pretty soon somebody in the crowd'll ask him *where* the government's going to get the money to do it . . . and the answer ought to be a honey. Why, listening to answers like that keeps me laughing hard enough to forget my feet are killing me!

"Run 'em in? Nah! . . . let 'em have their say. This is *one* country where a guy can speak up without getting beat up for it. Which reminds me of the foreign lad who stood on that same bench yesterday, telling people how lucky they were to be living here in America.

"Where *he* came from, there wasn't any Free Speech. He couldn't go to the church he wanted. Couldn't own property. Had his own business but they took that away and made him work in a slave camp. But in *this* country he picked out his *own* job . . . at the Republic Steel plant here in town . . . and he's never been happier, helping to make steel for his adopted country.

"Matter of fact, he pointed right at *me* and told the crowd I was there to serve and protect them. In *his* country, he said, everybody ducked when a cop showed up. Funny thing, I didn't mind him speaking about me. *Me . . . part of Freedom!*

"I listened to him so long, I was late ringing in, and the Sergeant gave me what-for. But that foreigner brushed up my memory about a lot of things I'd been taking for granted. And me with two kids in the Service!"

REPUBLIC STEEL

Republic Building, Cleveland 1, Ohio



Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free . . . an America whose great Steel Industry is second to none. Republic is increasing its annual steel-making capacity by 1,174,000 tons! Republic's huge over-all expansion program will cost about \$250,000,000 . . . for new mills, mines, furnaces, and improved facilities. *It is money well spent . . . to help keep America strong at home and abroad!*

[For a full color reprint of this advertisement write Dept. J, Republic Steel, Cleveland 1, Ohio]



NEW AND EXPANDING PLANTS

(Continued from page 10)

HANES — Hanes Knitting Co., alterations and additions to Mill No. 4.

RALEIGH — American Woolen Co., has acquired Premier Worsted Co.'s mill; contemplate expanding property.

ROXBORO — Collins & Alkman Corp., New York, N. Y., expansion program under way at four of its plants; \$2,000,000.

WILMINGTON — New Hanover Realty Co., NPA approval for wholesale drug storage warehouse, \$235,800.

OKLAHOMA

OKLAHOMA — The Bolen Co., Detroit, Mich., considering plans for location of a \$12,000,000 plant in one of four cities in Oklahoma; they include Claremore, Miami, Ada and McAlester.

MIAMI — B. F. Goodrich Co., 10 E. 40th St., New York, N. Y., expansion of tire and tube manufacturing plant.

OKLAHOMA CITY — Hoster Steel Corp., 1600 S. May Ave., started work on \$700,000 steel mill.

SOUTH CAROLINA

CONWAY — Conway Industrial Developments, Inc., industrial building, \$76,161.

GAFFNEY — Broad River Electric Cooperative, Inc., headquarters building, \$78,112.

HAMPTON — Westinghouse Electric Corp., purchased and taken over Ply-Woods-Plastics Corp.

LAMAR — A. L. Jarrell & Sons, Salisbury, N. C., NPA approval for new tobacco warehouse, \$25,750.

NEWBERRY — Newberry Observer, alterations to Newberry Observer building.

ROCK HILL — Celanese Corporation of America, enlargement of Celriver Plant.

SPARTANBURG — Beaumont Mfg. Co., new addition, \$100,000.

SPARTANBURG — Fairforest Finishing Co., bleach house extension, \$148,310.

SPARTANBURG — Mills' Mill, Saxon Plant, warehouse, \$39,705.

SPARTANBURG — Southern Bell Telephone Co., construction of office building, storeroom and parking shed, \$60,000.

TENNESSEE

BRISTOL — Navy Dept., reported to have acquired a 250-acre site on Southern Railway at Vance's Tank for construction of guided Missile plant, \$25,000,000; Sperry Corp. would operate the plant.

CHATTANOOGA — Electric Power Board, NPA approval for addition to public service office building, \$325,720.

CONCORD — Concord Telephone Exchange, Inc., REA loan of \$150,000 for extending and improving rural telephone service in the southwestern part of Knox County.

MEMPHIS — George A. Fulghum Co., remodeling Claridge garage.

MEMPHIS — Hoover Transport Lines, motor freight terminal building.

MEMPHIS — E. W. G. Meers Construction Co., 166 Monroe Ave., repairs Steepleton Tire Co., Fourth & Monroe Ave.

MEMPHIS — Missouri Farmers Association, catalytic cracking plant at Memphis Oil Refinery, \$1,800,000, will be part of Delta Refinery Co., Assoc., subsidiary.

MEMPHIS — Motor Freight Terminal, terminal building.

MURFREESBORO — Lion Oil Co., El Dorado, Ark., NPA approval for service station, \$31,680.

NASHVILLE — Esso Standard Oil Co., NPA approval for new service station, \$24,600.

NASHVILLE — Ferro Enamel Corp., plans plant, \$500,000.

NASHVILLE — Jamison Bedding, Inc., factory, \$250,000.

OAK RIDGE — James A. Barker, Barker Oil Co., NPA approval for new service station, \$25,000.

OAK RIDGE — U. S. Atomic Energy Commission, test facilities building No. 22.

OAK RIDGE — U. S. Atomic Energy Commission, laboratory building No. 23.

TEXAS

AMARILLO — U. S. Atomic Energy Commission, construction and rehabilitation of roads and parking areas, Pantex Plant.

AMARILLO — U. S. Atomic Energy Commission, new buildings, change house, fire station and new and modified auxiliary buildings.

BEAUMONT — Missouri Pacific Lines, freight station, including 15,300 sq. ft. of warehouse and office space.

BISHOP — Celanese Corporation of America, addition to chemical plant, \$3,502,000.

BROWNSVILLE — Texas International Manganese Corp., manganese concentration plant.

DALLAS — Dallas Power & Light Co., expenditure of \$27,500,000 during the next three years on new facilities.

DALLAS — Garland-Missouri-Kansas-Texas Lines, purchase of a strip of land near this town by the railroad for the future expansion of the terminal and other facilities.

EL CAMPO — McDonald Implement Co., parts building, \$63,574.

EL PASO — Standard Oil Company of Texas, sulphuric acid alkylation plant, \$1,000,000.

FORT WORTH — Service Plumbing Supply Co., warehouse, \$67,737.

HOUSTON — Anderson-Clayton & Co., Inc., NPA approval for building, Prairie Ave.

HOUSTON — Continental Oil Co., 704 Dallas Ave., NPA approval for one-story service station, at Memorial Drive & Birdsell St., \$28,548.

HOUSTON — Continental Oil Co., Oil & Gas Bldg., service station.

HOUSTON — Fisher Construction Co., 4711 Greeley, office and warehouse.


HOUSTON — Goodyear Rubber Corp., La Porte Rd., one-story locker building, La Porte Rd., \$38,600.

(Continued on page 62)

HILL-CHASE

Sets the Pace in

STEEL



Warehouse Stocks OF

- COLD ROLLED STRIPS AND COILS
- COLD AND HOT ROLLED SHEETS
- GALVANIZED SHEETS
- COLD FINISHED STEEL BARS
- HOT ROLLED BARS AND SHEETS
- TOOL STEEL
- SEAMLESS AND WELDED TUBING
- SPRING STEELS (TEMP. & ANN.)
- STAINLESS SHEETS, BARS, TUBES
- DRILL ROD
- ALUMINUM SHEETS
- BOILER TUBES

J. H. ANDERSON
ABINGDON, N. C.
Asheboro 28418

E. W. GAY
RICHMOND, VA.
Richmond 7-4673

The HILL-CHASE

Steel Company of Md.

6311 Erdman Ave., Baltimore 5, Md.
Phone—Peabody 7300



Keep the Wheels Turning in Your Plant with SLAYSMAN GEARS

Our enlarged facilities and skilled personnel bring you better service than ever before. Blue prints of your out-of-the-ordinary requirements will receive the careful consideration of our engineers. Our catalogue will be sent at your request.

GEARS: All types and combinations, and gear tooth specialties from any metals to close tolerances can be produced to specifications of interchangeability.

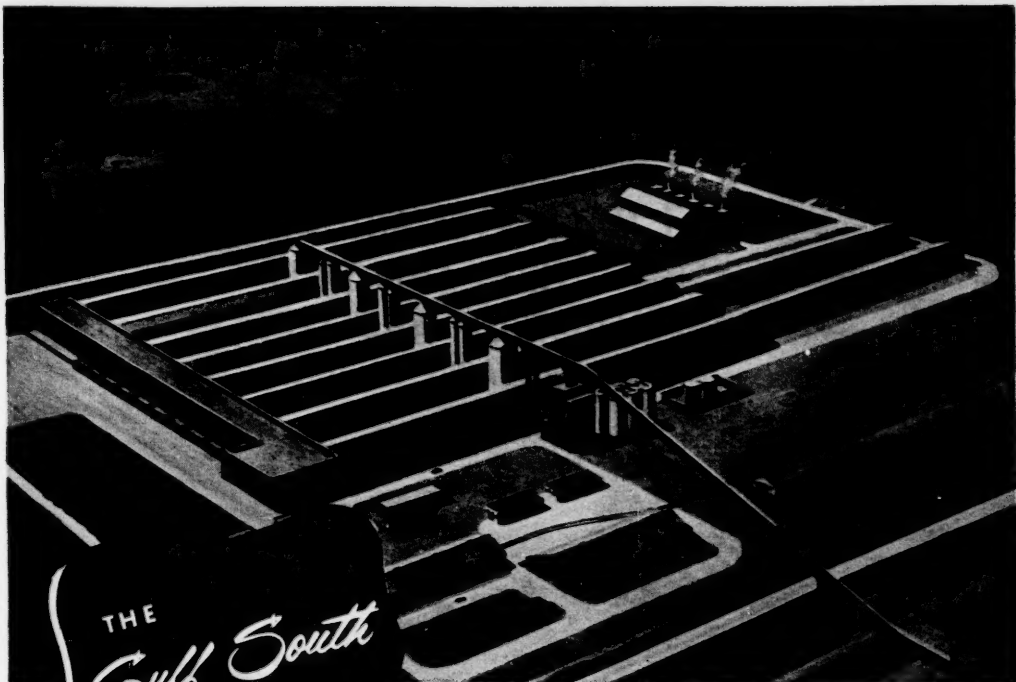
SPROCKETS: All kinds, made to specifications from various metals, including Steels and Alloy Steels, Cast Iron, Bronze, Stainless and Duraluminum.

THE SLAYSMAN CO.

ENGINEERS • MANUFACTURERS OF INDUSTRIAL GEARS • MACHINISTS •

Established 1885
Incorporated 1937

801-813 E. PRATT STREET
BALTIMORE 2, MARYLAND



Architect's rendering of huge aluminum reduction plant now being constructed near New Orleans by Kaiser Aluminum & Chemical Corporation — another industry served from the United Gas system.

THE
Gulf South

...where natural gas helps speed industrial expansion

The development of new industry in the area served by United Gas has paced the nation since World War II, and is helping to build lasting security against aggressors. Contracts have been let for nearly a billion dollars of private industrial construction in the Gulf South during the past five years.

One important reason for the movement of industry to the Gulf South is the ready availability of natural gas from the pipe lines of United Gas—

adequate supplies of the world's finest fuel at reasonable rates. Others include an abundance of industrial water and electric power, a backlog of skilled workers and a mild, year-round working climate.

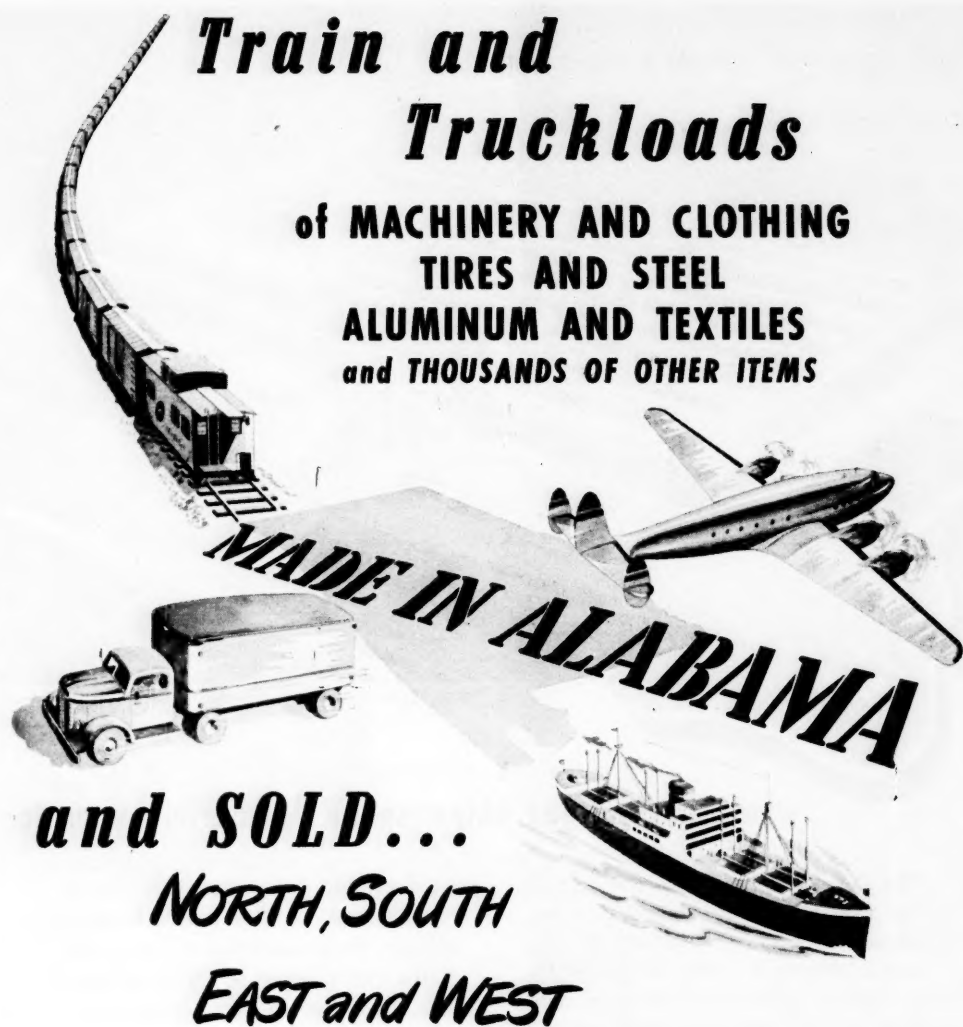
If we can assist you in locating your new plant in this prosperous land of markets, manpower and materials, communicate with our Industrial Development Director, Post Office Box 1407, Shreveport, La.

UNITED GAS

SERVING THE



Gulf South



Train and Truckloads

**of MACHINERY AND CLOTHING
TIRES AND STEEL
ALUMINUM AND TEXTILES
and THOUSANDS OF OTHER ITEMS**

***and SOLD...
NORTH, SOUTH
EAST and WEST***

More and more industries, learning of production advantages in Alabama, are following the leaders and are establishing plants in Alabama.

They're *making* their products here, and are *selling* them in volume not only in the South, but North, East and West as well.

Your inquiry, whether you're contemplating a modest or large operation, will be welcomed and will be held in confidence.

Industrial Development Division

Alabama Power Company

Birmingham 2, Alabama

Helping Develop Alabama



LOOKING FOR A GOOD PLANT LOCATION?

HERE'S OUR PITCH

Industry, regardless of its type, must take advantage of every opportunity to keep cost of production and distribution *down*.

These opportunities are many in the *Land of Plenty*.*

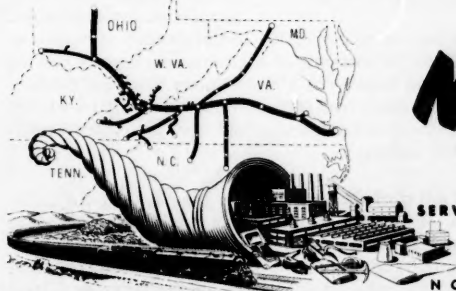
Varied raw materials, including an abundant supply of the finest all-purpose Bituminous Coal . . . intelligent, home-rooted manpower . . . sensible real estate values . . . adequate electric power and industrial water . . . cooperative state and local governments . . . the great, year-'round ice-free Port of Norfolk . . . healthful, equable climate . . . and nearness to markets by Norfolk and Western *Precision Transportation* — all these production essentials are readily available to new plants which locate in this great and growing manufacturing region.

Investigate the *Land of Plenty*, where the natural and man-made advantages are teamed for smooth operation and maximum efficiency *for you* and your industry.

A TELEPHONE CALL OR A LETTER



to the Industrial and Agricultural Department, Roanoke 41451, Extension 474; or Drawer MR-410, Norfolk and Western Railway, Roanoke, Virginia, will bring you answers to your problems. This department, with almost a half-century of specialized experience in finding plant sites for varied industries, is at your service — in confidence — without obligation.



Norfolk and Western RAILWAY

SERVING THE SIX GREAT STATES IN THE LAND OF PLENTY

* VIRGINIA • WEST VIRGINIA • OHIO
NORTH CAROLINA • MARYLAND • KENTUCKY

LITTLE GRAINS OF SAND

*"Little drops of water, little grains of sand,
Make the mighty ocean, and the pleasant land."*

The Age of Gimmie. Bit by bit, we are watching the deterioration of peoples whose great traditions have been independence and self-respect. But sadder is the fact that we are all active participants in the change. We must say "yes" to every insistent demand; offering in return for political advantage generous slices of that mythical pie from the sky. Anyone who stands up to protest that there is an end to all benevolence, an end that paralyzes the abilities and integrities of a people, is derided as a reactionary.

We talk of the "good life." But what we mean is the ample life—more free benefits, more free time, more free protection. And for what? That there may be better men and women, better education, better hearts, better homes? Nothing of the kind. Just material things. Not a word about wounds and suffering and the achievement of freedom. Only the slow attrition of hunger satisfied without effort, of security achieved without sacrifice, of production at the sweat of no man's brow. That was not the way this or any country was born. That is not the way any free country survives.

—Excerpt from editorial, Meaford (Ont.) *Express*.

The Camel's Back.

Probably more than any other industry the railroads are loaded down with an accumulation of union rules built up over the years which add to their costs of operation. These rules force the railroads to employ more men than are needed. The time may well come when the main union problem will be one of saving the railroads so they can pay fair salaries to the men absolutely necessary to operate them.

Investigate Racket #1. There should now be a thorough investigation of the entire union labor movement. As a precedent for such an investigation on a national scale we have the action of the legislature of the state of Texas as an excellent example. Such an investigation has been ordered in the Lone Star State. Texas State Senator George Parkhouse, Dallas Demo-

crat, has charged that his state's "right-to-work" law, which bars the closed shop, was being violated on an \$80,000,000 defense project at Corpus Christi. What the Texan said of organized labor in his own state seems undeniably true of the nation as a whole. If the committee charged with making the investigation were headed by fair-minded men of the Kefauver-Fulbright type, the dirt, graft and crime that would probably come out about the behavior of union racketeers would make current investigations look like games of marbles.

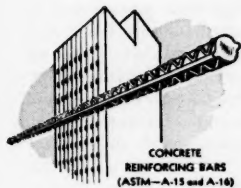
Worse Than Useless.

We do not know whether or not Mr. Symington regards the R.F.C. as an indispensable arm of the government. If he does, he naturally wishes to keep it alive. But it can continue as a going concern only if it makes loans of the sort he declared it would not make. The Defense Production Act provides that the armed services may lend directly to defense contractors when the procurement of military goods required such action. Therefore, the existence of the R.F.C. is not essential to the defense program, no matter how convenient it may be for the R.F.C. officials to believe that it is. As for loans which this agency or one of its understrappers in a field office may declare to be essential to the economic welfare of a community, here R.F.C. operations involve ethical and indeed moral considerations which

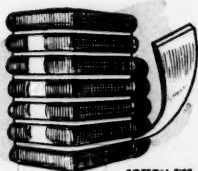
are big out of proportion to the amount of money involved. The example of a government agency playing fast and loose with United States Treasury funds is immeasurably bad. If Mr. Symington should reform the R.F.C. out of existence he will have performed a great public service.

Victim of Demagoguery. On June 5, 1933, the privilege of owning gold coin was taken away from the American citizen. The reason behind the law was freely admitted by the Government. The Administration wanted to raise prices by cheapening the money to cure
(Continued on page 18)

The purpose of taxation is to raise
money to operate government; not
to advance socialistic mass welfare
schemes by "sharing the wealth."



CONCRETE
REINFORCING BARS
(ASTM-A-15 and A-16)



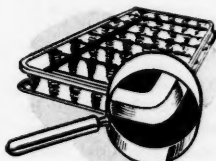
COTTON TIES



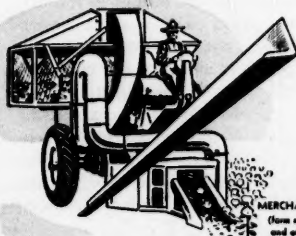
BARREL HOOPS
TOBACCO HOOPS



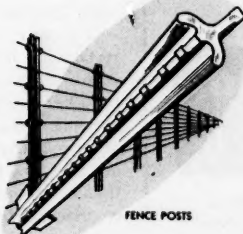
BULK BINDING
STRAPS



MERCHANT BARS
(hoof springs and
other uses)



MERCHANT BARS
(farm machinery
and other uses)



FENCE POSTS



HIGHWAY SIGN POSTS

Look to CONNORS for Quality STEEL and Superior Service!

What's your need in way of steel? It's among the items illustrated on this sheet, then look to CONNORS! Steel bearing the respected CONNORS name is Quality Steel, the result of long experience, continuous research plus integrity, which is part of every CONNORS transaction.

Delivery according to schedule is a time-honored ritual at CONNORS STEEL COMPANY . . . So forget costly delays when you buy from CONNORS . . .

For detailed information on CONNORS' quality steel products and CONNORS' traditionally superior service, call, write or wire:

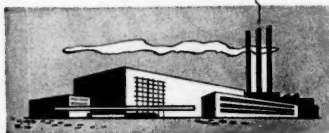
CONNORS STEEL COMPANY

Division of H. K. PORTER COMPANY, INC.

BIRMINGHAM, ALABAMA



MAKING PLANS FOR EXPANSION?



Suggestion! Whether your project calls for express highways or industrial plants—modernization or expansion, call the Harte organization of engineers and constructors to handle your complete job!

Here's Why! Our ONE organization, operating under ONE contract, with ONE responsibility, WILL:

- Assist in all process planning
- Prepare complete construction drawings
- Provide accurate estimates of cost
- Purchase all materials
- Handle all shop and fabrication problems
- Construct the entire job
- Handle initial operations, if desired.

Whatever your engineering needs might be:

WRITE, WIRE OR CALL

JOHN J. HARTE CO.
ENGINEERS • CONSTRUCTORS

295 Madison Ave.
New York, N. Y.



200 S.E., 34th St.
Des Moines, Iowa

284 Techwood Drive, N.W., Atlanta, Ga.

LITTLE GRAINS OF SAND

(Continued from page 16)

the depression, and if the people had been allowed to buy gold, their purchases would have interfered with this process. As everybody remembers, there were very few mourners at the funeral service of the citizen's traditional right to convert his paper money into gold, and those who did raise their voices in sorrow were branded as reactionaries and tools of great wealth. As a matter of cold fact, on that day the American citizen lost his greatest protection against tyranny.

Justified Complaint? Charges by the Senate Small Business Committee that ten corporations held 40 per cent of the defense contracts have been termed irresponsible by *The Journal of Commerce*. Analysis of the prime and sub-contract position of these companies reveals that they actually constitute the major fountainhead for the spread of sub-contracts down into the capillaries of the American industrial system. From half to two-thirds of the contracts were let to outside concerns and up to 92 per cent of the sub-contractors are small businesses, using the Government's definition of an employer of 500 or fewer workers.

Unthinkable. Not so long ago the Labor government of Britain turned the tea business back to the private traders. Many party members denounced this as a retrogression from socialism and predicted dire things to come from a reversion to private capitalism. The dire things did not come to pass. If anything, the tea drinkers seem to find an improvement. It was this experience with the tea that spurred more than a hundred thousand British housewives to petition the Labor government to stop its bulk buying of meat and turn that industry back to private business. The housewives think a little private enterprise would get them better meat to go with their improved tea. But it is easy to see what trouble this would make. The government stops running the tea business and people get better tea. It stops running the meat business and people get better meat. That sort of progression would be hard to stop.

Healthy Growth. Increase in electric power output matched by a big increase in coal tonnage in electric power generation is good news for both industries. An analysis, by the Bituminous Coal Institute, of Federal Power Commission figures dealing with production of electric energy for public use reveals that, while the electric power output in the first four months of 1951 was 16 per cent ahead of the corresponding period last year, coal consumption in this power output was 24 per cent ahead of the comparable 1950 figures. The BCI analysis concluded with the statement that, while the electric utilities are using more coal than ever before in the electric power generation, they are getting more kilowatt hours per ton than ever before, thanks to the combined efforts of the engineers of both industries to obtain higher efficiencies

(Continued on page 21)

MANUFACTURERS RECORD FOR



Branch Warehouse System Aids Distribution

Thirty thousand retail dealers in nineteen states are served regularly by the 175 salesmen of the PEASLEE-GAULBERT CORPORATION of Louisville, Kentucky, wholesale distributors of appliances, furniture, floor covering, housewares, hardware and builder's materials.

Organized in 1867, Peaslee-Gaulbert today operates branch warehouses in ten principal cities of the Central, Southern and Southwestern states, selected as distributing points because of their ability to service specific trading areas most effectively.

The Company's eighteen warehouses cover one million square feet of floor space. Through its branch warehousing system the Company not only makes its products more conveniently accessible to the trade,

but available at the lowest possible transportation cost.

The flexibility of Peaslee-Gaulbert's operation is demonstrated by the wide variety of lines stocked at its different distributing points. The purchasing offices in Louisville, Atlanta, and Dallas try to obtain those lines most acceptable to the buying public of each particular trading area. Close liaison between the three buying offices takes full advantage of the benefits offered by pooled purchasing power.

Distributing only top quality products, the Company concentrates on nationally advertised brands. Last year's sales volume of \$36,771,557 is indicative of the position attained by Peaslee-Gaulbert Corporation in the field of wholesale distribution.

This is another advertisement in the series published for more than 15 years by Equitable Securities Corporation featuring outstanding industrial and commercial concerns in the Southern states. Equitable will welcome opportunities to contribute to the further economic development of the South by supplying capital funds to sound enterprises.

NASHVILLE
DALLAS
KNOXVILLE
BIRMINGHAM
NEW ORLEANS
MEMPHIS

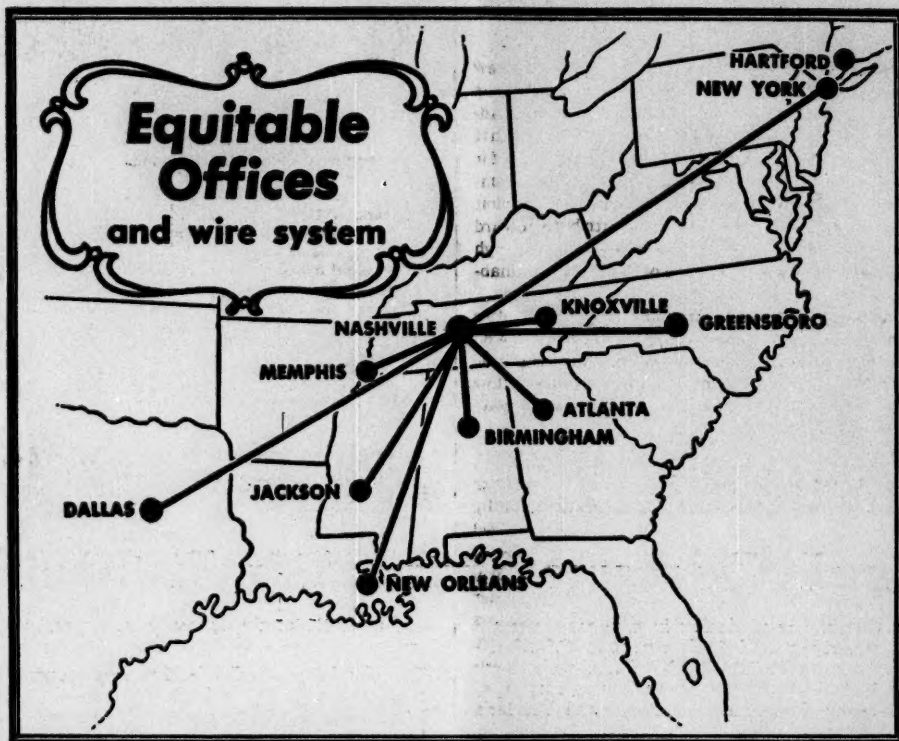
EQUITABLE
Securities Corporation

NEW YORK
HARTFORD
ATLANTA
GREENSBORO
AND
JACKSON, MISS.

BROWNLEE O. CURREY, President

322 UNION STREET, NASHVILLE 3

TWO WALL STREET, NEW YORK 5



PRIVATE WIRE SYSTEM SERVING SOUTHERN MARKETS

Equitable's 2400-mile direct wire system gives instant communication throughout the Southeast and Southwest. Immediate quotations and executions are available to all Equitable customers.

NASHVILLE
DALLAS
KNOXVILLE
BIRMINGHAM
NEW ORLEANS
MEMPHIS

EQUITABLE

Securities Corporation

NEW YORK
HARTFORD
ATLANTA
GREENSBORO
AND
JACKSON, MISS

BROWNLEE O. CURREY, President

322 UNION STREET, NASHVILLE 3

TWO WALL STREET, NEW YORK 5

LITTLE GRAINS OF SAND

(Continued from page 18)

in coal utilization. One pound of coal in electric power generation goes as far as three pounds did thirty years ago.

Economists (?) Recommend. A committee of New England economists appointed by Leon Keyserling as President of the President's Council of Economic Advisors reports in a book of more than 200 pages that the people of New England are too self-reliant for their own or the country's good. The report recommends "we urge state and local governments to exploit all federal programs which might contribute toward improvement of the New England economy through bringing about a higher standard of living for its inhabitants."

So the people of New England are here put on notice that the old saw to the effect that God helps those who help themselves is no longer any good. The Committee has tactfully told them they should become fellow travelers of the Washington all-powerful central government school.

Wasteful or Worse. The *Wall Street Journal* has dug up one glaring example of mismanagement by Government agencies which is inexcusable. It revealed that the Agriculture Department's Commodity Credit Corporation has signed contracts for some 14,000 warehouses in which to store farm products bought under its price-supporting program. Department investigators have found that 95 per cent of these warehouses are owned by the Government, but have been leased to private individuals who have re-rented to the CCC. Thus the Government not only is pegging prices of farm products at the expense of taxpayers, and destroying or giving away great quantities of these commodities, but it is paying an extra premium for the space in which to store the foodstuffs until it gets ready to give them away, or throw them away. It buys or builds the warehouses, leases them to private concerns, and turns around and rents them for storage space.

Men or Mice. Here in the United States, we have not yet lost our liberty. But millions of Americans seem willing to put their independence on the auction block. Farmers depend on government for subsidies. Workingmen, formerly independent, have sold their working rights to labor unions who depend on government decrees instead of collective bargaining; veterans' groups have their hats in their hands before the Treasury; many school teachers would like to depend on a Federal handout; even businessmen look increasingly to government for assistance. Half the world is lost to statism of one kind or another. It is not yet too late for us to save ours. We can make government serve us. We can throw out those in both political parties who have lost faith in the capacity of a free and independent people to manage their own affairs, who want to set up the government as an iron guardian. But the time is growing late.



IS YOUR ROOF CHEATING YOU?

If your roof isn't giving you the same complete service in its twentieth year as it did in its first, it is time for a check-up. Equipment and merchandise need the lasting protection that a Ruberoid Bonded Roof can give. A leader in the built-up roofing field for almost 60 years, Ruberoid can supply materials and specifications to meet any roofing conditions.

Ruberoid makes every type of built-up roof—Smooth Surfaced Asbestos, Coal Tar Pitch with gravel or slag surfacing, and smooth or gravel-and-slag surfaced asphalt—in specifications to meet every need. Ruberoid Approved Roofers are not prejudiced in favor of any one type. You are assured of uniform quality, centralized responsibility, more economical operation with Ruberoid Built-Up Roofings. Write for Ruberoid's Built-Up Roofing Specification Book.

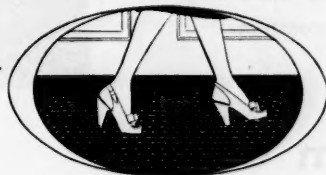
The **RUBEROID** Co.

Executive Offices:

500 Fifth Ave., New York 18, N. Y.

MORE YEARS
FOR YOUR DOLLAR WITH
RUBEROID
BUILDING MATERIALS

THE SAFE OPEN STEEL FLOORING IS **Tri-Lok**



No object over $\frac{1}{2}$ square inch can pass through super-safe U-Type Tri-Lok Flooring. It is unsurpassed for plant installation, walkways, loading platforms. Maximum strength, air and light with minimum weight. Efficient distribution of concentrated loads. Write for Bulletin NJ 1103.

The Tri-Lok Company is also equipped to furnish *riveted* and *Tri-Forge welded* open steel flooring. Tri-Lok can be furnished in a variety of metals, including aluminum alloy, stainless steel, etc.

DRAVO CORPORATION

National Distributor for the Tri-Lok Company

Dravo Building, Pittsburgh 22, Pennsylvania

Sales Representatives in Principal Cities



Healthy Growth

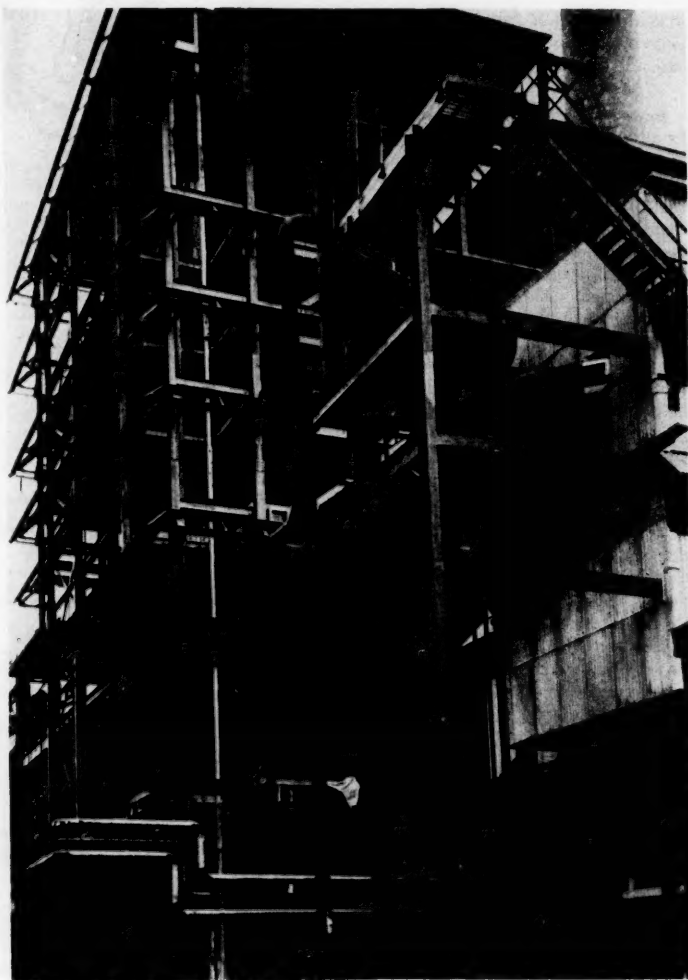
Many manufacturing firms are finding that they have outgrown the plants in which they operate.

That is a healthy sign in a sound business.

They need more space and they need it soon. So, they build additions to existing plants, largely with steel structures.

with Steel

Steel, better than any other material, permits flexibility in planning, efficiency in construction, and shortening of time to complete.



Addition to Paper Mill

from O'Neal

We are proud to have fabricated the steel used in many of these additions to plants. Our accuracy in fabricating and our ability to meet exacting schedules have contributed to the industrial growth of the nation.

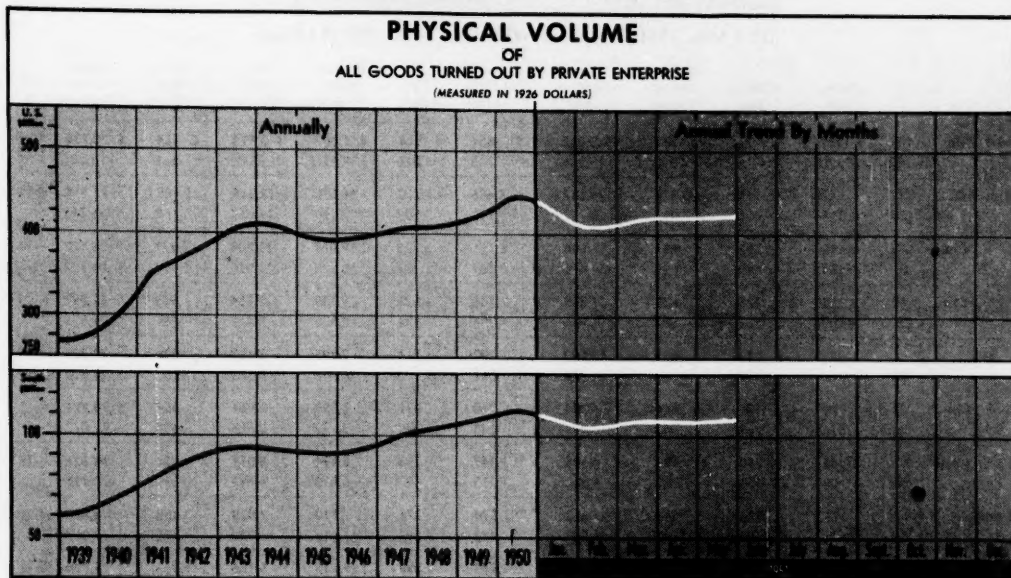
O'NEAL STEEL WORKS

BIRMINGHAM, ALABAMA



MANUFACTURERS RECORD FOR

BUSINESS TRENDS



Trend Indicators

Farm Marketings (\$ Mil.)

	May 1951	Apr. 1951	May 1950
South	\$ 694	\$ 548	\$ 486
Other States	\$1,713	\$1,542	\$1,282
United States	\$2,407	\$2,090	\$1,768

Construction Put in Place (\$ Mil.)

	May 1951	Apr. 1951	May 1950
South	\$ 813	\$ 776	\$ 699
Other States	\$1,705	\$1,595	\$1,460
United States	\$2,518	\$2,371	\$2,159

Mineral Output (\$ Mil.)

	May 1951	Apr. 1951	May 1950
South	\$ 682	\$ 679	\$ 434
Other States	\$ 573	\$ 559	\$ 367
United States	\$1,255	\$1,238	\$ 801

Manufacturer's Sales (\$ Mil.)

	May 1951	Apr. 1951	May 1950
South	\$ 4,952	\$ 4,646	\$ 3,838
Other States	\$17,740	\$16,651	\$12,523
United States	\$22,692	\$21,297	\$17,361

Electric Output (Mil. kw-hrs.)

	May 1951	Apr. 1951	May 1950
South	10,620	10,333	9,510
Other States	24,516	24,098	21,976
United States	35,136	34,431	31,486

Carloadings (000)

	May 1951	Apr. 1951	May 1950
South	1,118	1,093	1,106
Other States	2,115	2,059	2,193
United States	3,233	3,152	3,299

Bank Debits (\$ Mil.)

	May 1951	Apr. 1951	May 1950
South	\$24,544	\$24,010	\$20,522
Other States	\$106,154	\$104,427	\$91,556
United States	\$130,698	\$128,437	\$112,078

Retail Sales (\$ Mil.)

	May 1951	Apr. 1951	May 1950
South	\$3,318	\$3,406	\$3,291
Other States	\$8,365	\$8,592	\$8,366
United States	\$11,683	\$11,998	\$11,657

Following the Trend

In this month's Business Review, a change has been made in the chart depicting economic activity.

Heretofore the chart has displayed the trend of physical output of productive enterprise only (farms, mines, construction, manufacturing), and also only for the region embracing the 16 Blue Book states of the South.

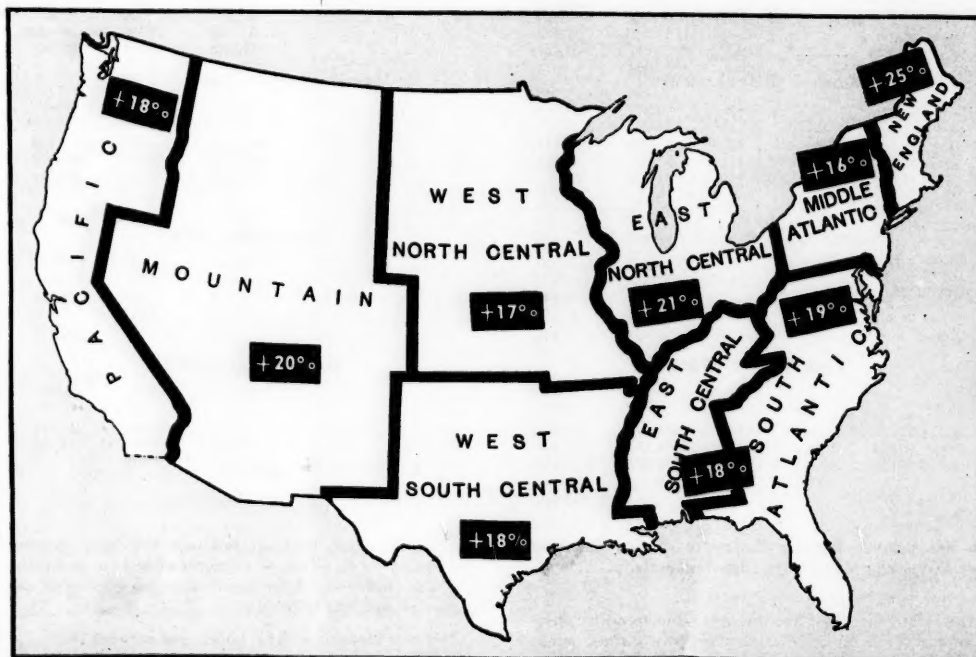
The new chart, incorporated with this issue, presents the composite trend for all elements of private enterprise, and also shows month by month changes for the United States as well as for the South.

The chart measures total goods and services instead of dollars, and therefore shows actual economic growth without the distortion occasioned by inflation.

NATIONAL BUSINESS VOLUME

1st 5 Mos. 1951 Compared With 1st 5 Mos. 1950 (\$ Million)

Region		Farm- ing	Min- ing	Con- struc- tion	Manu- factur- ing	Util- ities	Fi- nance	Whole- sale Trade	Re- tail Trade	Serv- ice Trade	Busi- ness Volume	%
New Eng.	'51	\$ 369	\$ 22	\$ 657	\$ 8,032	\$ 804	\$ 928	\$ 4,749	\$ 3,923	\$ 754	\$ 20,238	+25
	'50	320	16	502	5,954	745	876	4,120	3,009	665	16,207	
Mid. Atl.	'51	947	715	2,224	26,353	3,456	3,710	24,605	12,319	3,485	77,814	+16
	'50	775	456	1,841	20,331	3,146	3,509	22,129	11,357	3,169	66,713	
E. N. Cen.	'51	2,595	558	1,997	32,600	3,121	2,298	19,067	13,209	2,677	78,122	+21
	'50	2,154	349	1,639	24,446	2,767	2,187	16,388	11,920	2,477	64,327	
W. N. Cen.	'51	3,353	421	825	7,835	1,468	1,021	9,359	5,854	963	31,099	+17
	'50	2,690	277	667	5,946	1,294	934	8,530	5,422	861	26,621	
S. Atl.	'51	1,079	633	1,681	10,583	1,792	1,211	7,297	7,152	1,276	32,704	+19
	'50	912	370	1,330	8,223	1,542	1,110	6,456	6,303	1,160	27,406	
E. S. Cen.	'51	780	431	544	4,264	710	421	3,559	2,961	554	14,224	+18
	'50	636	269	448	3,294	643	379	3,189	2,685	474	12,017	
W. S. Cen.	'51	1,143	2,280	1,183	6,398	1,347	796	5,494	5,051	934	24,626	+18
	'50	1,100	1,464	960	4,860	1,255	697	5,012	4,613	831	20,792	
Mount.	'51	751	594	484	1,618	574	271	1,810	2,029	358	8,489	+20
	'50	586	380	396	1,223	483	232	1,616	1,820	311	7,047	
Pacif.	'51	991	555	1,399	8,751	1,505	1,258	7,130	6,156	1,583	29,328	+18
	'50	803	362	1,130	6,331	1,373	1,154	6,462	5,657	1,417	24,689	
U. S.	'51	12,008	6,209	10,994	106,434	14,777	11,914	83,070	58,654	12,584	316,644	+19
	'50	9,976	3,943	8,913	80,608	13,248	11,078	73,902	52,786	11,365	265,819	
% +	'51	+ 7	+57	+23	+32	+11	+ 7	+12	+11	+10	+19	

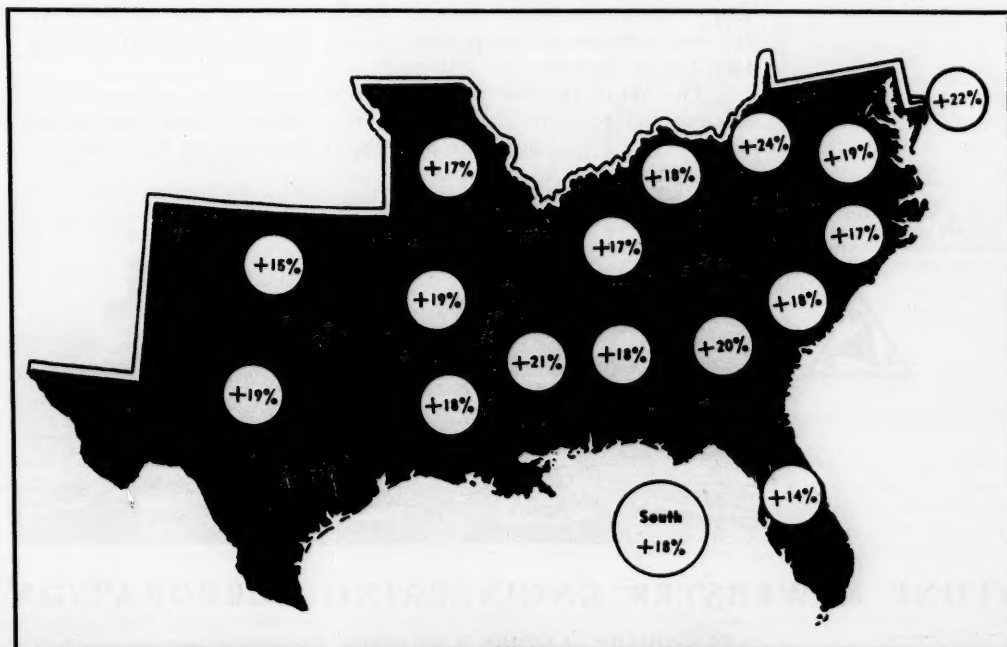


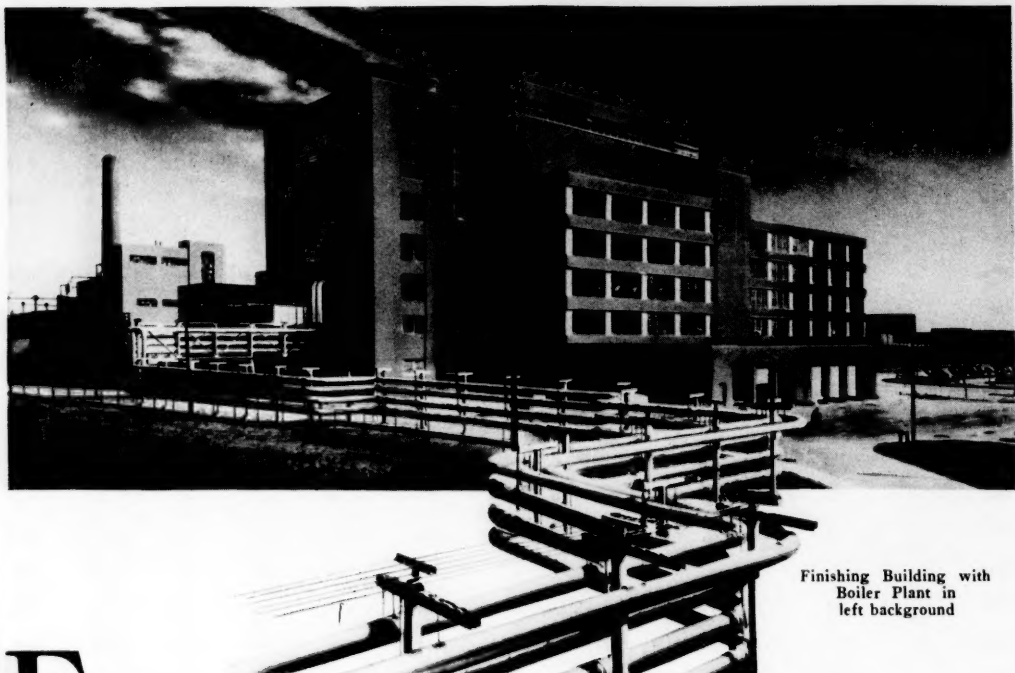
National Average +19

SOUTHERN BUSINESS VOLUME

1st 5 Mos. 1951 Compared With 1st 5 Mos. 1950 (\$ Million)

State		Farm- ing	Min- ing	Con- struc- tion	Manu- factur- ing	Util- ities	Fi- nance	Whole- sale Trade	Re- tail Trade	Service Trades	Busi- ness Volume	%
Ala.	'51	\$133	\$ 68	\$144	\$1,191	\$185	\$115	\$681	\$736	\$172	\$3,425	+18
	'50	\$101	\$ 45	\$124	\$ 950	\$170	\$105	\$608	\$673	\$120	\$2,896	
Ark.	'51	172	50	104	391	115	51	371	488	72	1,814	+19
	'50	129	32	70	297	102	47	323	453	66	1,519	
D. C.	'51	—	—	120	113	164	169	594	678	131	1,969	+20
	'50	—	—	90	88	96	140	531	578	116	1,639	
Fla.	'51	283	35	304	518	243	201	1,057	1,178	209	4,028	+14
	'50	274	23	240	401	226	193	924	1,047	201	3,529	
Ga.	'51	168	16	233	1,579	252	160	1,416	962	192	4,978	+20
	'50	122	11	162	1,239	221	152	1,226	847	173	4,153	
Ky.	'51	274	258	120	1,270	209	100	904	831	133	4,099	+18
	'50	263	157	97	954	191	91	849	738	121	3,461	
La.	'51	110	335	194	1,066	284	129	984	806	143	4,051	+18
	'50	93	230	177	859	256	113	866	716	117	3,427	
Md.	'51	111	8	257	1,595	266	203	1,011	922	175	4,548	+22
	'50	96	5	230	1,174	238	193	820	790	161	3,707	
Miss.	'51	156	66	77	447	103	52	413	446	67	1,827	+21
	'50	89	43	63	330	94	44	369	408	64	1,504	
Mo.	'51	478	51	230	2,454	455	350	3,186	1,614	344	9,162	+17
	'50	365	37	191	1,893	402	319	2,879	1,448	294	7,828	
N. C.	'51	136	12	260	2,730	246	145	1,282	1,046	192	6,049	+17
	'50	114	8	197	2,189	215	127	1,221	922	171	5,164	
Okla.	'51	178	290	153	726	176	119	745	736	141	3,264	+15
	'50	192	194	115	557	160	106	694	692	131	2,841	
S. C.	'51	68	5	128	1,186	96	57	414	602	85	2,641	+18
	'50	53	4	103	942	86	53	366	545	76	2,228	
Tenn.	'51	217	39	203	1,356	213	154	1,561	948	182	4,873	+17
	'50	183	25	164	1,060	188	139	1,363	866	169	4,157	
Tex.	'51	683	1,605	732	4,215	772	497	3,394	3,021	578	15,497	+19
	'50	686	1,009	598	3,147	737	431	3,129	2,752	517	13,006	
Va.	'51	201	81	250	1,771	286	176	899	1,015	178	4,857	+19
	'50	165	49	199	1,368	255	161	805	893	161	4,056	
W. Va.	'51	66	476	83	826	191	65	433	590	91	2,821	+24
	'50	53	270	75	640	163	60	395	539	81	2,276	
South	'51	3,434	3,395	3,592	23,434	4,256	2,743	19,345	16,619	3,085	79,903	+18
	'50	2,978	2,142	2,895	18,088	3,800	2,474	17,368	14,907	2,739	67,391	





Finishing Building with
Boiler Plant in
left background

FROM REPORTS... *to Producing Plant*

For Lever Brothers Limited, Stone & Webster Engineering Corporation prepared a series of reports covering alternative plans for consolidation and expansion of the company's manufacturing facilities in Toronto.

The resulting new plant facilities, selected to achieve more efficient and economical operation, were designed and constructed by Stone & Webster Engineering Corporation.

Left to right, Boiler Plant, Glycerine Refinery and Finishing Building which includes manufacturing equipment for soap products and toilet preparations.



STONE & WEBSTER ENGINEERING CORPORATION

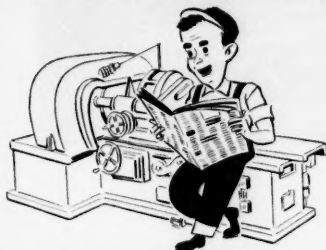
A SUBSIDIARY of STONE & WEBSTER, INC.

Tool Steel Topics



BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Export Distributor: Bethlehem Steel Export Corporation



Lehigh H Shear Blades To Blame for Idle Time

The other day a Bethlehem salesman was surprised to find one of his good customers, a shop boss, in a somewhat hostile mood for no apparent reason. "You've got me in real trouble," the boss said. "Remember that Lehigh H steel you suggested we use for shear blades?"

"Why, yes, I do," admitted the salesman.

"Well, come with me," replied the customer. "I want to show you something."

They walked out in the shop where the shear blades were used to cut steel and brass strip. So far as the Bethlehem man could see, the blades seemed to be working fine. He looked at the customer and this time he detected a twinkle in his eye.

Leisure for Tool Grinder

"See that fellow over there?" And the customer pointed to a workman who was reading the morning paper. "That's our tool grinder, and he's a good one, too. He used to spend most of his time grinding blades. But those blades we made out of Lehigh H just seem to last forever. And every morning I have to rack my brains to find something else for him to do!"

The boss had a good laugh. Then he gave the salesman an order for more Lehigh H tool steel. He could afford to have his tool grinder idle much of the time. His shearing costs had been sliced in half.

High-carbon, high-chromium Lehigh H is just what the experienced toolmaker needs wherever maximum wear and minimum distortion are important. It's air-hardening, safe for intricate dies, thin sections, sharp corners. And it's deep-hardening, with high compressive strength for heavy-duty tools and dies.

Ten Times More Necktie Clasps with Hobbed Molds of Duramold A

Here's another enthusiastic report on Duramold A, our 5 per cent chromium, air-hardening hobbing steel. Hobbed for zinc die castings, this special-purpose steel has upped the life of molds by at least 1000 pct, according to Peerless Engineering Co., Inc., South Gate, Calif. In the casting of novelty necktie clasps, the die sets of Duramold A were examined at a time when previous molds had to be discarded. The Duramold A cavities showed no evidence of checking or sinking; and the surface finish appeared to have actually improved with use.

M. T. Derby, chief tool engineer for Peerless, sums it up:

"We like Duramold A because it's easy to hob. In making multiple cavities we get good detail and accuracy with fewer machine-hours. For most of our work we need a steel that gives us a high polish in the cavities with a high hardness that will stand up under zinc-injection molding at high pressures and temperatures. We've found Duramold A to have good core strength, it doesn't sink readily, and we can expect to get long runs with very little maintenance."

Whether used for die-casting or plastic-molding Duramold A is a real improvement over hard-to-hob steels. Its 5 pct chromium content provides plenty of wear-resistance and core strength . . .



Duramold A is hobbed in one push in a 300-ton press by the master hob shown at top. Eight necktie clasps are cast at one time, the molten zinc being injected at 800 F and 2000 psi; mold temperatures reach about 500 F.

and its air-hardening properties hold distortion to a minimum during heat-treatment.

Its typical analysis:

C	Mn	Si	Cr	Mo
0.07 max	0.40	0.20	4.50	0.45

Booklet 271 will help you select the right tool steel—for hobbed molds, machine-cut molds, or master hobs. Address your request to our Publications Department, Room 1041, Bethlehem, Pa.



Our Tool Steel Engineer Says:

Poor tool design can cause cracking in heat-treatment

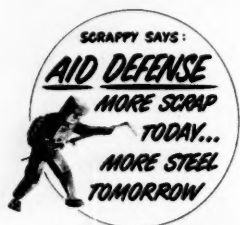
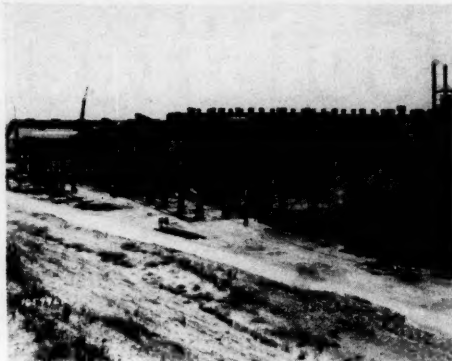
Proper attention paid to tool design can often prevent the cracking of tools during heat-treatment. Too often the heat-treater is asked to harden tools which cannot be quenched properly. One frequent design

fault is a tool having a heavy section adjacent to a light section. Unnecessarily sharp corners is another design fault that can cause cracking. Provide fillets wherever sharp corners are not essential.

Bethlehem



Tool Steel



AN IMPORTANT APPEAL

A real emergency exists in steel scrap supply

Steel scrap is the number one need to maintain high production of new steel—not only for industrial plants, bridges and buildings, but for the enormous military requirements of our nation. One-half ton of scrap is required to produce a ton of new steel, and today steel mills are operating on a hand-to-mouth basis as far as SCRAP is concerned—some mills on a two-day scrap supply. This emergency exists at a time when steel and more steel is the crying need.

SEARCH OUT THE SCRAP THAT LURKS IN OBSOLETE EQUIPMENT, TOOLS, MACHINERY AND MANY OTHER FORMS. TURN IT IN AT ONCE TO KEEP STEEL PRODUCTION AT MAXIMUM VOLUME. DON'T DELAY—DO IT NOW. SCRAP TURNED IN IS FIGHTING ON OUR SIDE—SCRAP ALLOWED TO REMAIN DORMANT SERVES OUR ENEMY.



Virginia Bridge Company

ROANOKE

BIRMINGHAM

MEMPHIS

NEW YORK

ATLANTA

DALLAS

UNITED STATES STEEL



"What Enriches the South Enriches the Nation"

SEPA

The political concept of socialized power first became an accomplished fact with the creation of the TVA in the depression days of 1933 when the spirit of the country had sunk to such a low that under Rooseveltian guidance Congress was willing to try anything proposed. "The only genuinely socialistic project of the New Deal—a beautiful flower in a garden of weeds" to quote Norman Thomas, perennial Socialist candidate for President.

How the seeds of this "beautiful flower" have spread to the four winds, how the seeds have been planted and assiduously cultivated by socialist planners, is plain now for all to see. The newly sprouted Southeastern Power Administration is but new evidence of this flower's fertility. It is merely another evidence of the tireless activity of the collectivist-minded bureaucrats who thrive on the taxes paid by the rest of us.

The SEPA is not the result of an Act of Congress. It was quietly created by the Secretary of the Interior as an adjunct to the TVA in March 1950. The Secretary's authority for creating this Administration rests in Section 5 of the Flood Control Act of 1944 which provides that, where surplus power is generated as a by-product of flood control projects built by the Corps of Army Engineers, it is to be turned over to the Department of the Interior for distribution and sale.

When it passed this Act seven years ago, the intent of Congress was perfectly plain. The building of flood control dams made the generation of power both possible and practical. Selling this electric power to customers at the dam sight was implicit in the authority to create it.

Now, however, though nowhere stated in the Act itself, the original concept of the Act has been perverted by the "public minded" denizens of the Department of Interior to include the idea that all power demands of all favored customers should be filled and other generating facilities, steam included, should be built if necessary to satisfy this demand. This point was brought out by FPC's Judge Frank A. Hampton

in the recent Roanoke Rapids dam case.

Created in 1950 SEPA had 4 employees that year and spent \$55,000. In 1951 it has 27 employees and will spend \$300,000. Next year it plans for 50 employees and hopes to spend \$6,350,000. But this is just peanuts. Like all government-in-business projects it was deliberately planned to start inconspicuously. Read what the *News Leader* of Richmond, Va., reports: "Three public power projects already are operating in the 10-State domain of the SEPA. Four others are to begin spinning within the next two years. Twenty-two others have been authorized. Maps have been drawn for a basic transmission network to be tied in with more than 400 REA cooperatives and public bodies. A scheme is taking shape to line together a dozen municipally owned steam plants in North Carolina, South Carolina and Georgia to work in integrated fashion with the hydroelectric facilities of the SEPA.

"On February 14, Ben Creim, administrator of the SEPA, was asked by Congressman Ben F. Jensen of Iowa, 'What is your estimated total cost after completing all the dams and all the projects in Southeastern Power which you have planned?' And this answer came back: 'The total estimate to the government, just a wild guess, is three to four billion dollars, including all electrical facilities. We have never attempted to total it up. . . . Three, four, five, I think that is as near as we could guess.' "

It is obvious that the people of the Upper South are about to be taken for another buggy ride, and they and taxpayers everywhere are going to have their pockets picked to pay for it.

Remember, nowhere in its enumeration of the powers of Congress does the Constitution authorize the Federal Government to engage in interstate commerce. It only grants it power to regulate it, and this power it grants specifically.

We are getting tired of seeing the government seize powers from its citizens which constitutionally belong to them. How about you?

Do We Need More Labor Laws?

By Joseph H. Ballew,

Secretary and Associate Counsel,
Southern States Industrial Council

WHEN the Congress enacted the Taft-Hartley Law, and repudiated the effort of the Truman Administration to bury the measure under a presidential veto, most of us felt that a labor system had been evolved that would protect equally the rights of the public, the rights of the employer, and the rights of the individual worker from the violence and racketeering that had been so much a part of labor-management relations under the Wagner Act.

That this result has not been attained is due solely to one thing. You cannot legislate respect for a law in the minds of those whose aims and purposes are contrary to the provisions of that law. This is particularly true where the sanctions of the statute, and the manner of its enforcement, are not such as to create a fear of punishment. In such cases the ambitious labor leaders and the equally ambitious politician can always find a way to get around the inhibitions of the law.

Background of Present Situation. To get the background of the present labor situation it is necessary to go back to the Wagner Act—a colorable piece of class-legislation, ostensibly aimed at preventing strikes and industrial strife. It was recognized, soon after its passage, however, that the chief function of the Wagner Act was to aid labor leaders, who had the political blessings of the Administration in Washington, in organizing and setting up a labor oligarchy in this country.

Under the Wagner Act a revolutionary change took place in our economic, social and political life. Constitutional rights of millions of citizens were destroyed, and a labor clique sprang up in the Nation which wielded more power over the people than the Government in Washington could constitutionally exercise. As a part of this change, Communism became a dominating influence in many segments of organized labor. During the heyday of the Wagner Act the principal working tool of the labor boss was the "closed shop," and employers were forced into labor contracts that destroyed the rights of both employer and the employee. In this period organized labor lost its voluntary feature and became a slave labor camp, where complete and arbitrary control was exercised over its members.

This was the situation which brought a public demand for a change, and the Congress responded by enacting the Taft-Hartley Law. By outlawing the "closed shop" and protecting the employee and the employer in the exercise and enjoyment of their Constitutional rights—including the right of free speech, and the right to be free from exploitation—it was believed that the

public and the worker would be emancipated from the abuses suffered under the Wagner Act.

However, immediately upon enactment of the Taft-Hartley Law the enemies of individual freedom and a capitalistic economy set out on a premeditated plan to destroy the Act. The scheme used was not new. Hitler used it. Communists still use it. It was the old idea that a lie—if big enough, and if repeated frequently enough—can be forced down the throats of the public. So the Taft-Hartley Law became a "slave-labor" law, and the labor bosses, supported and encouraged by men in high political offices in the Government, went abroad through the land seeking to arouse union members and the public generally for repeal of the statute.

Recent Activity.—Thus far the effort has met with signal failure, but the men who seek to control the economic destiny of the American worker, and the labor and political bosses who seek to establish a labor government in this country—on the order of the one which has made such a dismal failure in England—are still working hand-in-glove to accomplish their purpose.

A typical situation is found in the effort of the Textile Workers Union of America (CIO) to organize the textile workers of the South. This has followed the pattern set by CIO "Operation Dixie"—to unionize every plant in the South regardless of the expressed wishes of the workers, and to use any and every means including strikes, violence, and destruction of property, to accomplish their aims. The public was outraged by this obvious disregard for its rights, and, in one State, National Guard troops were called upon to protect the public and to restrain organized assaults upon non-striking employees.

Senate Subcommittee Report.—A Senate Subcommittee on Labor Management Relations has investigated this effort to organize the Southern worker, and majority and minority reports have been filed with the Senate. The first sentence of the minority report will shock you:

"The investigation made by the Subcommittee on Labor-Management relations appears to have been inspired by the TWUA-CIO because of its failure in its attempt to organize the majority of the employees in the southern textile industry."

In addition, the political tie-in, and the real purpose of the Subcommittee investigation is made very clear in the minority report, which states:

"The majority report presents a distorted picture of labor-management in the South, and particularly in the textile industry. In its effort to prove that the Taft-Hartley Law and southern prejudices are respon-

sible for the union's failure to organize, it ignores far more persuasive reasons.

"It depicts southern employers and small-business men of the South and citizens of southern communities as resorting to 'weapons of totalitarian regimes' (which) 'betray their origin in Fascist attitudes . . . a totalitarian technique reminiscent of Hitler and Stalin but repugnant to decency and democracy.' It seeks to depict employees in the South as incompetent to choose wisely in their own interests, abject in the presence of their employers. Without doubt, southern employers, like other employers, have done many reprehensible things, as have also many unions, both in the South and the North. The Taft-Hartley Law outlines substantially all the acts charged against employers and affords a remedy, but the committee selects a few employer cases, ignoring all union activities, and then exaggerates and distorts the true facts to make these cases even worse than they are, ignoring the fact that the law provides a remedy.

"The publication of this report constitutes an amazing and unjustified slur upon a great section of our country. The fact is that employers in the southern textile industry as a whole do not differ greatly from employers in other parts of the country and southern employers in other industries. The owners of many southern mills also own northern textile mills. No evidence was received by the Subcommittee which would indicate the average southern workman is not just as self-sufficient, self-reliant and independent as his northern brother."

The foregoing from the minority report reflects a typical example of the extent to which the pro-labor politician will go in venting his spleen against any one who opposes the efforts of the labor boss. It is another evidence of the Federal favoritism enjoyed by the leaders of organized labor under both the Wagner Act and the Taft-Hartley Law. But it is not the only way in which partiality and favoritism can be shown. The Taft-Hartley Law contains provisions under which the President can secure an 80 day injunction against strikes which endanger the public welfare or jeopardize the national defense. Recently a huge shipping strike was called by labor leaders which not only tied up normal export and import traffic, but likewise vitally affected the shipment of essential supplies to our troops in Korea and other overseas areas. Mr. Truman immediately announced that he

(Continued on page 51)

Cease fire creates investment uncertainty

But long term inflationary influences are still at work.

By Robert S. Byfield
Financial Editor

THAT the bull market which began in June 1949 would be slowed up or stopped in its tracks was a foregone conclusion when Federal Reserve policy was reversed last winter. Until about mid-February we witnessed a textbook case of credit inflation encompassing an expansion of central bank credit, monetization of federal debt through Federal Reserve System bond purchases, growth of bank loans, rise in industrial inventories and finally a jump in commodity prices. Unpegging of government bond prices in early March provided dramatic notice that the winds of credit had changed their direction. Meanwhile the tightening of credits through the medium of Regulation X (housing), Regulation W (consumer credit), and the voluntary investment committee has proven effective.

With or without a Korean cease-fire, the bull market would have been jeopardized by the falling bond and preferred stock quotations to which we referred several months ago. At that time U. S. Treasury 2½s of 1966-1971 were 98; they are lower today. New York City 3s of 1980 were 111½ then and 109 now. Nevertheless, stocks rallied this Spring even after due notice from the money managers in Washington that a tightening up process was in motion. This is natural, as a certain momentum in the buying of stocks is always generated in a bull market and is not instantly reversible except in the event of a sudden catastrophe.

Uncertainty is always a breeder of gloom investmentwise and the news about a possible cease-fire in Korea in June created no exception. However, quotations did not decline for long and there are numerous reasons why they rallied rather quickly. It would, in our opinion, be dangerous to assume that "peace is bearish." In any event we greatly doubt that anything resembling the conventional idea of "peace" will actually result from a cease-fire. If the writings of Lenin, Stalin and their associates mean anything, International Communism is always at war with capitalistic countries. There will be no rash of defense contract cancellations; the rearmament program will roll on and will not reach its peak for another year or fifteen months. Capital goods expansion must continue at a high rate during this process, thereby guaranteeing high levels of employment, wages and disposable income for that period. It may be argued that quotations for speculative stocks are looking beyond late Summer of 1952 when Gov-

ernment arms spending may peak out or even begin to taper off as a whole. This could be, but if our sense of timing proves accurate, the election of 1952 will not then be far off. Perhaps Government bonds will be lower than they are today, having carried down other high-grade fixed interest and dividend paying securities with them. At these lower levels, if they then exist, the credit policies could be reversed once more.

The important conclusion for security owners just now seems to be that quotations have declined primarily because of changed credit policies rather than because of a possible cessation of the shooting war. Short term traders who liquidated holdings at higher prices have undoubtedly been wise, if they sold the right issues, yet most holders of common stocks for the long pull need not regret retention of their securities. The inflationary background of our economy does not seem to have altered fundamentally, although falling commodity prices and rising inventories have temporarily obscured it. Washington is still more afraid of deflation than gradual inflation, despite current shrill exclamations of alarm, dismay and admonition. Already there is talk of relaxing credit controls. Wage escalator clauses are steadily lifting the costs of producing goods and services and could boost the price level 2% to 5% per annum. The farm bloc has demonstrated greater political strength than ever; it brooks no interference with its desires and has made a profitable alliance with respect to price supports with the C.I.O. There will be great difficulty in cutting down government spending on non-defense account if it can be done at all. And then, of course, the Treasury will soon be operating in the red again instead of showing a surplus as it did in fiscal 1951.

There are collateral inflationary and anti-deflationary factors steadily at work in addition to the primary one of governmental policy. Our population is growing far more rapidly than the experts believed would be possible and should reach 155,000,000 by the end of the year. True, our production has increased even more rapidly, but there are reasons why we should not be alarmed at this growth on an overall basis. Take farm products for example. Our 26% increase in population since 1929 has removed any fear of the gluts that harassed us in the 1930's. During World War II we boosted food production 40% over the 1935-1939 average, but we have not gained much since

1944, and in the meantime there are 13,000,000 additional mouths to feed. Three billion bushels of corn were considered to be a bumper crop not many years ago; now at least this quantity is considered necessary to provide us with needed amounts of meat and dairy products. We really need 3½ billion bushels to be comfortable. Probably if we wish to increase the yield above this amount it could be done only by reducing the planting of other crops. Agricultural supply and demand is much more delicately balanced than it has been in many, many years. If we had a drought like we had in 1947 we might actually face some difficulties. The tightness of the beef situation is to some extent the result of the bad corn crop of 1947 and the fact that our human population has been increasing much faster than our beef cattle.

There is a rough analogy between the demand-supply situation with regard to domestic foodstuffs and the supply of non-ferrous metals throughout the world. Surveys conducted in Britain have resulted in announcements by two cabinet ministers predicting world-wide shortages in commodities such as lead, zinc and copper. Apparently this scarcity is not due only to rearmament demand in various countries, but to a rising standard of living in Europe and other parts of the world. To all of this may be added additional demands for non-ferrous metals by under-developed countries likely to benefit from Point Four activities and the Colombo Plan.

The short-term outlook for stocks may not be bright if the peace psychology of the investing public is gloomy, but if our views are correct with respect to the long-term inflationary influences at work, any market decline may be temporary.

Mathieson Chemical Reports First Half Earnings

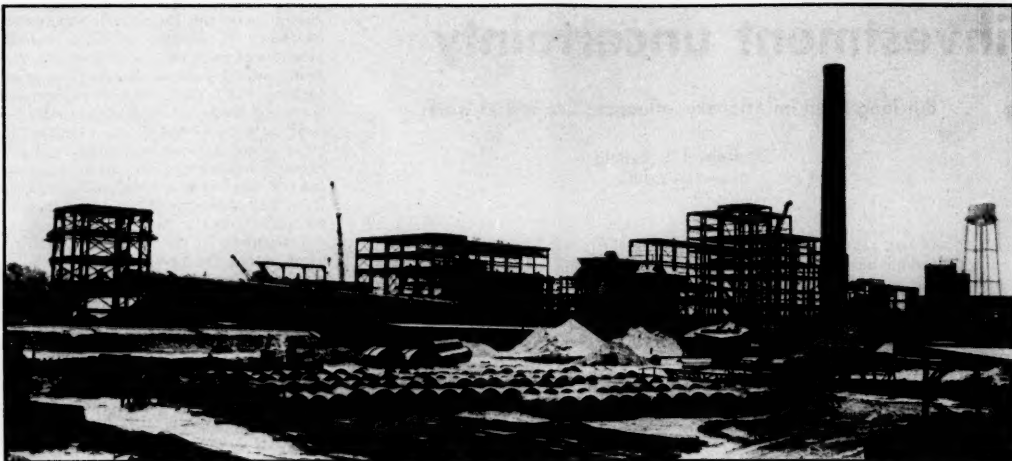
Mathieson Chemical Corporation earnings on its common stock for the six months ended June 30, 1951, increased 26 per cent over 1950 and were equivalent to \$2.06 per share, compared with \$1.62 per share for the same period last year.

Total income for the six months, before provision for Federal income and excess profits taxes, amounted to \$12,774,154.37, compared with \$6,940,084.68 for the same period of 1950, an increase of \$5,834,069.69, or 84 per cent.

Net income, after taxes, was \$5,569,154.37, compared to \$4,410,084.68 for the first six months of 1950. This year Federal income taxes have been accrued at a normal rate of 47 per cent, plus excess profits taxes, whereas in 1950 Federal taxes were based on the then normal tax of 38 per cent.

For the quarter ended June 30, 1951, earnings after taxes and depreciation were \$2,662,464.44, equivalent to 98 cents per share of common stock on the 2,661,868 shares outstanding on that date. These earnings compare with \$2,207,333.02, or 81 cents per share in the second quarter of last year, after giving effect to the two-for-one stock split on July 31, 1950.

CONSTRUCTION



Relgel Carolina Corp. plant at Aeme, North Carolina. J. E. Sirrene Co., Engrs., C. M. Guest & Son, Contractors.

July Awards Double June Figure

By S. A. Lauer
News Editor

SOUTHERN construction contracts more than doubled in July, according to tabulations of reports published in the MANUFACTURERS RECORD's daily construction bulletin, which showed the value of awards to be \$755,717,000.

Contracts reported in the first seven months of the year amount to \$4,102,835,000, or approximately seventy-three per

cent above the figure registered in the comparable period of last year.

The July total is not only over twice as large as that for the preceding month, but is one-third above the level of the value placed on southern construction in the same month of last year.

The current July total embraces \$241,059,000 for industrial construction; \$220,

048,000 for engineering type heavy construction; \$165,012,000 for private building; \$77,298,000 for public building and \$52,300,000 for highway and bridge work, this mostly originating in state highway departments.

Industrial construction, when compared with the preceding month, was five times the size of the value reported in June. Compared with July of last year, the current industrial total is about four and one-half times the total.

Heavy engineering construction with its \$220,048,000 total is almost three times the size of its June counterpart. The July figure included \$208,346,000 for dams, drainage, earthwork and airports; \$6,766,000 for sewer and water work, and \$4,936,000 for federal electric projects.

The dam-drainage-airport-earthwork classification more than tripled in July, as compared with the June figure; in July of 1950, the value placed on awards for this kind of work was but \$18,529,000.

Sewer and water construction has dropped. The \$6,766,000 figure for July represented a decline of thirty-one per cent from the \$9,818,000 for June. In the seventh month of last year, the total was \$13,884,000, or more than twice the current figure.

Private building in July rose substantially. The total was \$165,012,000, or almost twice that for the preceding month. Included were \$155,712,000 for residential building, much of which is at military posts; \$4,052,000 for assembly building; \$2,627,000 for commercial building, and \$2,611,000 for office building.

The month's residential figure is more than twice the size of the \$68,230,000 reported for such projects in the preceding

SOUTH'S CONSTRUCTION BY TYPES

	July, 1951 Contracts Awarded	July, 1951 Contracts to be Awarded	Contracts Awarded First Seven Months 1951	Contracts Awarded First Seven Months 1950
PRIVATE BUILDING				
Assembly (Churches, Theatres, Auditoriums, Fraternal)	\$4,062,000	\$3,692,000	\$46,350,000	\$70,826,000
Commercial (Stores, Restau- rants, Filling Stations, Garages)	2,627,000	1,259,000	36,270,000	62,641,000
Residential (Apartments, Hotels, Dwellings)	155,712,000	40,561,000	571,134,000	576,394,000
Office	2,611,000	1,275,000	38,859,000	44,048,000
	\$165,012,000	\$46,787,000	\$692,633,000	\$753,909,000
INDUSTRIAL	\$241,059,000	\$133,110,000	\$1,978,271,000	\$527,675,000
PUBLIC BUILDING				
City, County, State, Federal and Hospitals	\$52,361,000	\$31,223,000	\$267,818,000	\$208,866,000
Schools	24,937,000	22,771,000	244,385,000	223,854,000
	\$77,298,000	\$53,994,000	\$512,203,000	\$432,720,000
ENGINEERING				
Dams, Drainage, Earthwork, Airports	\$208,346,000	\$22,503,000	\$461,672,000	\$143,251,000
Federal, County, Municipal Elec- tric	4,936,000	27,324,000	31,149,000	89,065,000
Sewers and Waterworks	6,766,000	9,859,000	88,014,000	73,091,000
	\$220,048,000	\$59,886,000	\$580,835,000	\$305,437,000
ROADS, STREETS, BRIDGES ..	\$52,300,000	\$91,346,000	\$338,893,000	\$345,243,000
TOTAL	\$755,717,000	\$384,123,000	\$4,102,835,000	\$2,364,984,000

month and about one-half more than the \$100,859,000 listed in the residential category in July of last year.

Public building in July dropped. The \$77,298,000 total is about fifteen per cent below that for June. It includes \$24,937,000 for school projects, this a decrease of almost fifty per cent from the June figure for educational buildings.

July's total for highway and bridge contracts in the sixteen southern states, as tabulated from the daily construction bulletin, reports, amounted to \$52,300,000. While this was an apparent drop, it did not include several large lettings because the results were received too late. These would have pushed the July figure much higher.

Nineteen-fifty-one continues as a banner construction year from the viewpoint of contract value. The total for the elapsed seven months for the states below the Mason and Dixon line is \$4,102,835,000. Last year at this time, the figure was \$2,354,984,000; for the entire twelve months, \$4,369,152,000.

Included in the current seven-month aggregate are the \$1,978,271,000 for industrial construction; \$692,633,000 for private building; \$580,835,000 for engineering construction; \$512,203,000 for public building, and \$338,893,000 for highways and bridges.

The \$1,978,271,000 for industrial construction indicates large and important projects being established in the South. Multi-million dollar projects have marked the story of industrial construction. The huge Alcoa and Reynolds aluminum expansions are included.

Private building in the first seven months, as tabulated from the daily construction reports, shows a drop of about nine per cent. The current total is \$692,633,000; the comparable figure for last year, \$753,909,000.

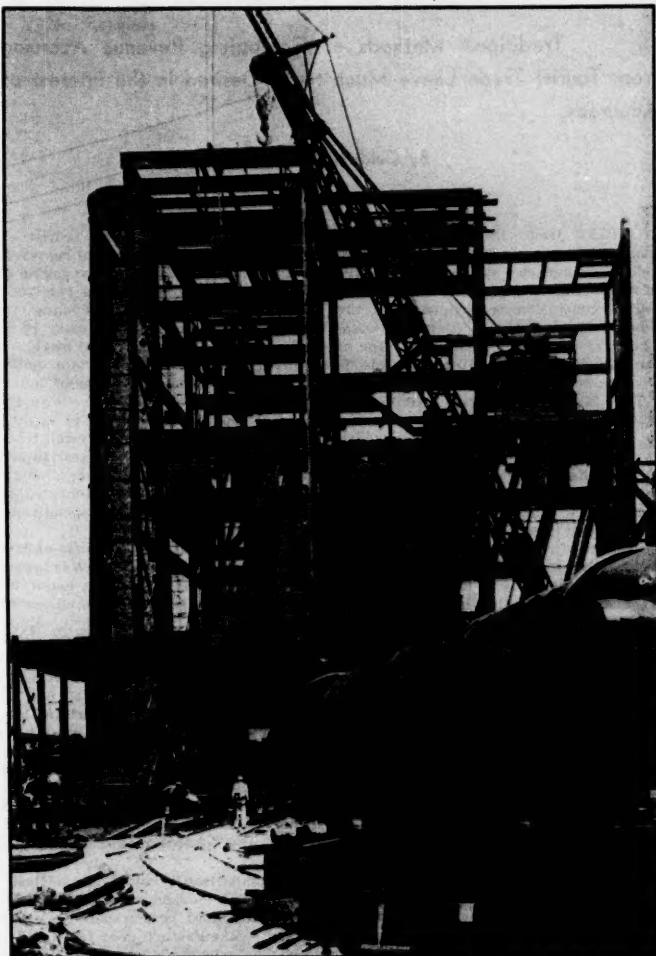
Residential building this year so far with its total of \$571,154,000 approximates the value for the same period of 1950. Also included in the current accumulated total are \$46,350,000 for assembly buildings; \$38,859,000 for office buildings and \$36,270,000 for commercial buildings.

Heavy engineering construction now amounts to \$580,835,000, a ninety per cent increase. Earthwork, dams, drainage and airports contributed \$461,672,000 to the figure; sewer and water work, \$88,014,000. Both represented increases — the one over two hundred per cent; the other, about twenty per cent.

Public building in the seven months has amounted to \$512,203,000, this a decrease of about eighteen per cent. School building, with its \$244,385,000 figure, is a rise of about ten per cent, compared with the value for the same period of last year.

Highway construction in the seven months totaled \$338,893,000. With several large lettings late in July, this will equal or pass the total for the same months of last year. The figure does not include many local and county programs, which are in some instances done by force account. This would raise the total substantially.

CONSTRUCTION



Plant Hagood being expanded by South Carolina Gas & Electric Co. at a cost of \$5,475,000.

SOUTH'S CONSTRUCTION BY STATES

	July, 1951 Contracts Awarded	Contracts to be Awarded	Contracts Awarded First Seven Months 1951	Contracts Awarded First Seven Months 1950
Alabama	\$40,334,000	\$42,645,000	\$215,103,000	\$82,630,000
Arkansas	43,727,000	5,565,000	132,072,000	72,658,000
Dist. of Col.	4,211,000	2,277,000	20,436,000	17,140,000
Florida	88,644,000	10,167,000	302,867,000	214,199,000
Georgia	26,321,000	13,693,000	126,737,000	76,796,000
Kentucky	12,334,000	8,445,000	424,723,000	49,569,000
Louisiana	37,793,000	27,815,000	310,000,000	223,185,000
Maryland	34,102,000	40,548,000	278,534,000	196,994,000
Mississippi	18,450,000	18,914,000	121,546,000	78,326,000
Missouri	5,611,000	10,131,000	137,771,000	174,705,000
N. Carolina	131,106,000	31,586,000	235,513,000	217,295,000
Oklahoma	17,523,000	8,100,000	54,219,000	78,616,000
S. Carolina	18,162,000	5,645,000	463,952,000	78,575,000
Tennessee	39,107,000	41,862,000	154,846,000	120,818,000
Texas	166,575,000	53,408,000	839,262,000	509,866,000
Virginia	60,620,000	58,682,000	229,349,000	160,709,000
W. Virginia	11,097,000	4,630,000	44,791,000	12,848,000
TOTAL	\$755,717,000	\$384,123,000	\$4,102,835,000	\$2,354,984,000

Are Tourist Estimates Accurate?

Traditional Methods of Computing Revenue Accruing from Tourist Trade Leave Much to Be Desired in the Interest of Accuracy.

By Caldwell R. Walker

TOURIST trade IS big business. It ranks high in the minds of regional development agencies as a potential source of regional income.

This conclusion is obvious from the number and variety of comments occasioned by an article in the May issue of the *RECORD*, entitled "Tourist Trade Is Big Business."

The May article was intentionally brief, but provocative, its purpose being to elicit just such discussions as have ensued since publication.

From these discussions, some very interesting facts have come to light, and it shall be the purpose of this article to present and interpret these facts with the object of removing much of the confusion that exists in the methodology of appraising the value of tourist trade.

Clarification—In the first place, a few general conceptions need clarification in order that a factual definition of tourism may be derived.

Some analysts consider tourist trade from a strictly interstate viewpoint. Oddly enough, a few limit consideration to intrastate recreation. The majority, however, include both types of travel regardless of origin.

Furthermore, some analysts attempt to separate business and recreational travel, including only the latter in the scope of tourism.

To arrive at any of the foregoing distinctions in a clearcut manner is both impossible and unnecessary.

It is impossible because reliable data do not exist upon which to base such conclusions, and because the cost of setting up the mechanism essential for doing so would be prohibitive.

It is unnecessary because all types of travel add up to the same value. Such value consists in the income accruing to a community or region through the expenditures of travelers. And these expenditures will be found to be very much the same regardless of origin or purpose of travel.

For the purpose at hand, therefore, tourist trade will be understood to be receipts accruing from travel of all types and purposes.

Another conception that needs clearing up is the one that has to do with income resulting from tourist trade. From the standpoint of economics, receipts accruing from tourist expenditures are not all income.

Scarcely any regional promoter would assert that all manufacturing sales, or commercial sales, or all sales of any category, represent income. Yet it is com-

mon practice to assert that tourist expenditures of a certain amount represent that much new income for the region or community in which they are received.

As a matter of fact, traveling for pleasure is not a major industry in itself. On the contrary it is merely a medium through which certain major industries function. These major industries generally are: service trade in the guise of lodging and repair to apparel and traveling paraphernalia; retail trade in the form of food bought in restaurants and other items purchased from other retail outlets; and to some extent, utility enterprise in the form of expenditures for transportation.

In actuality, it is just one form of consumer expenditure, and as such is highly valuable, but it is no more a major industry than are consumer purchases as a whole.

Recently, some rather startling statements have been made regarding the relative value of tourist expenditures.

One such statement asserts that no single industry or crop in a certain state contributed as much income in 1950 as the \$400 million estimated as tourist receipts. In explanation, comparison is made between the \$400 million receipts as against value added in textiles \$288 million, in chemical manufacturing \$221 million, and tobacco manufacturing \$78 million.

The comparison is completely misleading. Even if tourism amounted to \$400 million, it would be misleading. Value added by manufacture does represent a rough equivalent of income, but tourist receipts do not. A fair comparison can be had only by comparing the sales of the forementioned manufacturing enterprises with tourist receipts, or conversely computing the income derivable from the tourist receipts and comparing that amount with the values added that are listed above.

In either event the case for tourist trade will suffer severely but justly, and will be found to take its place considerably lower in the scale than the position generally credited to it.

None of which is to say that tourist business is not of high importance, and worth even more effort than is now being accorded it. The foregoing explanation is made merely in the interest of reducing discussions of the subject to a factual basis.

There is little, if any, virtue in exaggeration. False claims and padded figures, if not an actual display of self delusion, at least carry with them all the

hazards of a boomerang, and are addicted to the sad habit of coming home to roost amid red faces.

Methods of Appraisal—If to be presented on a factual basis, tourist claims should rest on a firm foundation. Let's see how the trade is generally appraised.

The common method, in fact the only method encountered in information gained thus far, consists of counting automobiles, tabulating their points of origin, and quizzing their occupants regarding length of stay, amount spent and to be spent, etc.

Unless perpetual and complete over a considerable period of time, this method holds the potentiality of being an extremely haphazard technique, capable of resulting in only the roughest kind of guess as to the actual amounts spent by tourists over a period as long as a year.

Strangely enough some of these counts or checks result in summations that hold evidence of sound approach to reality. Others are not so good, and can be spotted at once as gross exaggerations.

In the May article mentioned previously, estimates of tourist inflow and outflow were presented for the nine regions of the United States. At the same time these regional estimates were prepared, there were also prepared estimates for each of the 48 states and District of Columbia.

The state estimates were intentionally held back from the original article in the expectation, and actually in the hope, that some better method of appraisal would develop from the inevitable discussions that were foreseen.

However, it must be stated regretfully that no other method has as yet been turned up that offers as much factual soundness as that based on statistics assembled for the 1951 *Blue Book of Southern Progress*. It was upon *Blue Book* statistics that the estimates of the May article were based.

Therefore, it appears necessary to stand pat on these estimates, and to outline now how they were derived.

Derivation—Basically, the technique is very simple. It presupposes that if travelers spend significant amounts in a region, state, or community, they must stop and sojourn there. Furthermore, if they stop and sojourn, they must have lodging of some sort.

The known factor in the estimative equation consists of receipts of hotels, tourist courts and other hostleries. Amount of these receipts, by states, is obtainable from the 1948 Census of Business, carried out by the U. S. Bureau of the Census.

The unknown factor is the amount over and above this amount which tourists spend for transportation, food and other retail purchases.

To arrive at a workable approximation of the unknown, a sample trip of 6,000 miles was made through a number of states. Careful accounting of costs showed roughly 20 per cent for transportation, 30 per cent for food, 30 per cent miscellaneous purchases, and 20 per cent for lodging.

In other words, total touring expenditures were five times the expenditure for

lodging alone. Interviews with fellow travelers encountered on the way served to confirm this estimate.

There may arise some difference of opinion relative to the ratio of lodging expenditure to total expenditure, but in the light of reason, the difference could not be very great. But aside from this slight possibility, agreement must be general that when lodging, food, transportation and other retail are totaled up, the answer is total tourist expenditures, and counting cars cannot produce any more.

Adjustments—As the last business census was taken in 1948, it is necessary to adjust the figures of that census to fit the conditions of 1950. For this purpose, *Blue Book* samplings were utilized, and these showed hostelry receipts to be somewhat less than ten per cent greater in the latter year. To be liberal, ten per cent was chosen as the amount of boost, and all census figures were blown up by that percentage.

Other adjustments also were necessary. The Census Bureau believes that it gets practically complete coverage of all important hotels, but omits most establishments with less than eight guest rooms. With this in mind, and also in the knowledge that owners of business for reasons best known to themselves are inclined to understate receipts in census reports, hotel receipts were boosted another ten per cent.

With respect to tourist courts and camps, coverage is not nearly so complete in the Census. If a service station or other similar sort of establishment happens to be the principal source of receipts in connection with a tourist court, the enterprise is listed under its major operation. This leaves out an unknown number of small courts and camps.

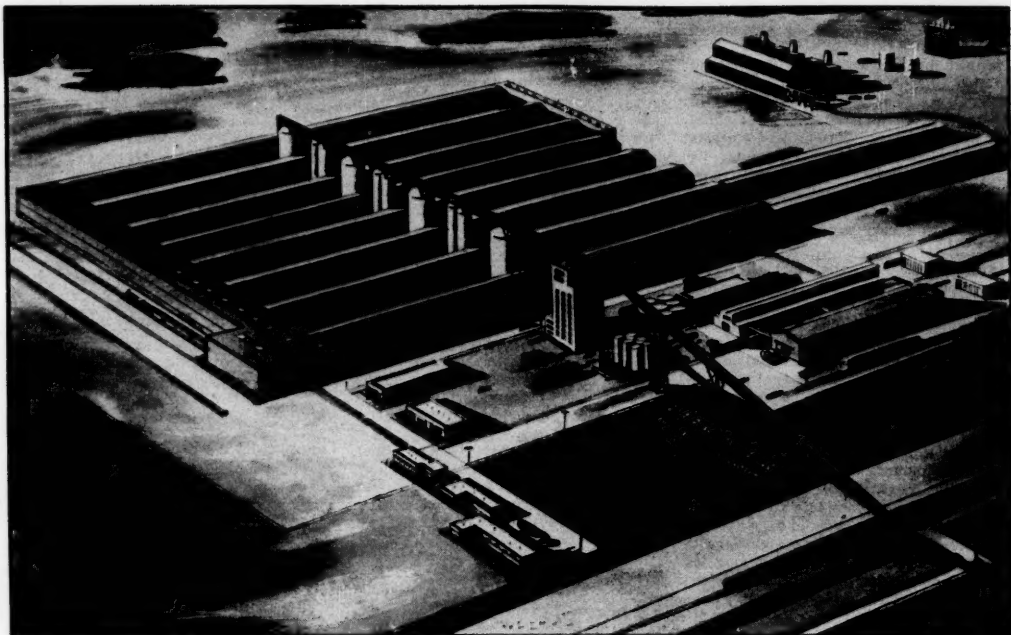
The Census Bureau feels confident that it covers upwards of two thirds of all tourist courts. In order to be sure that no receipts are omitted, however, and to take into consideration any private homes that may shelter tourists, Census figures are doubled rather than raised by one third.

These adjustment allowances are probably somewhat too liberal, and should dispel any and all doubt with respect to full coverage.

Conclusion—The table that follows shows the procedure in detail—tabulation of Census results, adjustment for coverage and adjustment to 1950, blow-up to consummate total expenditure, inflowing income from tourist receipts, total state income from which tourist outflow is derived, income lost through such outflow, and the balance—gain or loss—accruing to the state. (It should be restated from the original May article, that tourist outflow is a necessary concomitant to tourist inflow. When one state gains tourist receipts, it does so at the expense of another, or others. No actual data are available for measuring tourist outflow, but basing this element upon income, and assuming that all Americans spend an equivalent proportion of their income on travel, is a fair method, as fair for one state as it is for another.)

Tourist Trade—By States—1950

State & Region	1948 Census Estimate Receipts (\$ Mil.)				1950 Blue Book Estimate				Net		
	Hotels	Courts	All Lodging	All Lodging	Total Inflow	Tourist Income	State Income	Tourist Outflow	Outflow: Income Lost	Gain	Loss
Me.	\$16.6	\$1.8	\$18.4	\$24.3	\$121	\$48	\$1051	\$74	\$30	+\$18	
N. H.	14.7	2.4	17.1	23.4	117	47	644	45	18	+ 29	
Vt.	8.2	1.0	9.2	12.2	61	24	421	30	12	+ 12	
Mass.	68.3	1.8	70.1	86.3	432	173	6826	480	192	— 19	
R. I.	8.0	.2	8.2	10.1	50	20	1176	82	33	— 13	
Conn.	23.0	.6	23.6	29.0	145	58	2877	202	81	— 23	
N. E.	\$138.8	\$7.8	\$146.6	\$185.3	\$925	\$370	\$12995	\$913	\$366	+ 4	
N. Y.	391.3	5.2	396.5	482.1	2410	964	25746	1811	724	+240	
N. J.	82.6	1.7	84.3	103.2	516	206	7422	522	209	— 3	
Penna.	112.7	2.7	115.4	141.7	709	284	14895	1047	419	—135	
M. A.	\$586.6	\$9.6	\$596.2	\$727.0	\$3635	\$1454	\$48063	\$3380	\$1352	+102	
Ohio	87.3	2.8	90.1	111.5	557	223	11954	840	336	—113	
Ind.	34.5	1.5	36.0	45.0	225	90	5924	416	166	— 76	
Ill.	148.3	2.1	150.4	183.0	915	366	15301	1075	430	— 64	
Mich.	67.6	4.7	72.3	92.4	462	185	10067	708	283	— 98	
Wis.	44.4	2.2	46.6	58.6	293	117	4878	343	137	— 20	
E. N. C.	\$382.1	\$13.3	\$395.4	\$490.5	\$2452	\$981	\$48124	\$3382	\$1352	—371	
Minn.	39.2	4.2	43.4	57.1	286	114	4476	315	126	— 12	
Iowa	23.4	11.8	25.2	32.4	162	65	3900	274	110	— 45	
Mo.	57.5	4.5	62.0	79.8	399	160	5394	379	152	+ 8	
N. D.	8.1	.5	8.6	10.9	55	22	807	57	23	— 1	
S. D.	5.5	1.6	7.1	10.4	52	21	843	59	24	— 3	
Nebr.	17.8	2.0	19.8	26.2	131	52	2064	145	58	— 6	
Kan.	14.5	2.5	17.0	23.4	117	47	2798	197	79	— 32	
W. N. C.	\$166.0	\$17.1	\$183.1	\$240.2	\$1202	\$481	\$20282	\$1426	\$572	— 91	
Del.	4.6	.2	4.8	6.0	30	12	500	49	20	— 8	
Md.	19.3	2.0	21.3	28.0	140	56	3187	224	90	— 34	
D. C.	40.0	.0	40.0	48.0	240	96	1917	135	54	+ 42	
Va.	31.5	4.2	35.7	47.9	239	96	3519	247	99	— 3	
W. Va.	14.4	.4	14.8	18.3	91	36	2150	151	60	— 24	
N. C.	21.1	2.3	23.4	30.8	154	62	3998	281	112	— 50	
S. C.	9.4	1.6	11.0	15.1	76	30	2030	143	57	— 27	
Ge.	23.2	3.6	26.8	36.4	182	73	3394	238	95	— 22	
Fla.	95.4	12.2	107.6	143.8	719	288	2871	202	81	+207	
S. A.	\$258.9	\$26.5	\$285.4	\$374.3	\$1871	\$749	\$23766	\$1670	\$668	+ 81	
Ky.	18.9	1.9	20.7	27.3	136	54	2793	196	78	— 24	
Tenn.	23.1	3.9	27.0	37.1	185	74	3116	219	88	— 14	
Ala.	13.0	2.3	15.3	21.1	106	42	2633	185	74	— 22	
Miss.	10.9	1.9	12.8	17.7	88	35	1535	108	43	— 8	
E. S. C.	\$65.8	\$10.0	\$75.8	\$103.2	\$515	\$205	\$10077	\$708	\$283	— 78	
Ark.	12.6	3.0	15.6	22.2	112	45	1541	108	43	+ 2	
La.	22.9	3.0	25.9	34.7	173	69	3006	211	84	— 15	
Okla.	16.5	2.9	19.4	26.8	134	54	2343	165	66	— 12	
Tex.	77.0	20.9	97.9	142.6	713	285	10275	722	289	— 4	
W. S. C.	\$129.0	\$29.8	\$158.8	\$226.4	\$1132	\$453	\$17165	\$1206	\$482	— 29	
Mont.	12.1	3.0	15.1	21.7	109	44	938	66	26	+ 18	
Ida.	9.2	1.9	11.1	15.6	78	31	817	57	23	+ 8	
Wyo.	7.9	3.5	11.4	17.9	89	36	498	35	14	+ 22	
Col.	23.9	7.5	31.4	46.7	233	93	1804	127	51	+ 42	
N. M.	7.1	5.3	12.4	21.2	105	42	819	58	23	+ 19	
Ariz.	13.9	7.0	20.9	33.5	167	67	987	69	28	+ 39	
Utah	8.4	3.4	11.8	18.3	91	36	1000	70	28	+ 8	
Nev.	20.4	3.9	24.3	33.9	169	68	247	17	7	+ 61	
MOUNT.	\$102.9	\$35.5	\$138.4	\$208.8	\$1042	\$417	\$7110	\$499	\$200	+217	
Wash.	31.4	6.3	37.7	52.8	264	106	3490	245	98	+ 8	
Ore.	19.7	7.0	26.7	40.4	202	81	2249	158	63	+ 18	
Calif.	191.9	34.4	226.3	312.9	1565	626	17328	1218	487	+139	
PACIF.	\$243.0	\$47.7	\$290.7	\$406.1	\$2031	\$813	\$23067	\$1621	\$648	+165	
U. S.	\$2073.1	\$197.3	\$2270.4	\$2961.8	\$14805	\$5923	\$210649	\$14805	\$5923	even	



Artist's conception of Kaiser's new aluminum reduction plant under construction in the New Orleans area. The plant will have an annual capacity of 200-million pounds of primary aluminum, and will cost between \$50,000,000 and \$70,000,000. The first metal is scheduled to be poured this year.

New Orleans, World Port— Ideal Location for Industry

GEOGRAPHY determined the destiny of New Orleans, situated near the mouth of the fertile, populous, and prosperous Mississippi Valley—the future of New Orleans as a great manufacturing center and international market place was inevitable.

Ample natural resources of power, fuel, minerals, agricultural products, every mode of transportation, excellent climate, and abundant supply of native born labor, all contribute in making New Orleans an ideal manufacturing center.

Markets—The rich domestic markets of the new industrial economically vigorous South, the nearby markets of the great Caribbean Basin and the world markets are all available to this two-ocean port, giving New Orleans advantages no other city of the world can boast.

It is possible to serve the entire South and the major part of the Mid-Continent area more quickly and economically from New Orleans than any other port. Immediate trade areas include Louisiana, Mississippi, Arkansas, and parts of Alabama, Florida and Texas. This territory of approximately 204,000 square miles has a

population of 8,817,000—with retail sales in excess of more than 6.3 billion dollars in 1950 and an effective buying income of 8.1 billion dollars. The Mid-Continent Market Area, which also is quickly reached, includes the whole of 17 states and part of 9 others which contain almost half of the total population of the United States, and produces 45% of its manufacturing supplies.

The south coast of the United States is really the north coast of the Caribbean Basin. Total U. S. imports and exports in 1950 for this area are, respectively, 1.57 billion dollars and 1.88 billion dollars. More than ever before New Orleans has become the main port of entry for the ever increasing number of buyers from Central and South America. International House and International Trade Mart assist in furthering commerce with our southern neighbors.

From the standpoint of International Trade, New Orleans is one of the leading ports in the U.S.A.

Served by 80 or more steamship lines, 3000 ships regularly arrive and depart from New Orleans each year. This in-

sure New Orleans frequent and regular sailings to world ports.

Raw Materials—Louisiana offers a variety and abundance of native natural resources. It ranks third in the United States in petroleum production, second in natural gas, fourth in salt, second in production of sulphur, first in fur production, first in sugar production, first in rice, and has more hardwood timber than any other state in the nation. These are but a few of the resources that are available to New Orleans industry. There are many more together with important derivatives such as alcohol, carbon black, cotton seed oil, pulp wood, and turpentine.

In addition the outstanding position of New Orleans as a world port insures the availability of a vast quantity of raw materials imported from foreign countries. Raw materials are shipped into New Orleans and processed products shipped out fast and efficiently. The diversity of general cargo flowing into New Orleans day after day is indicated by the 300 different classes of commodities which supply manufacturers with virtually all

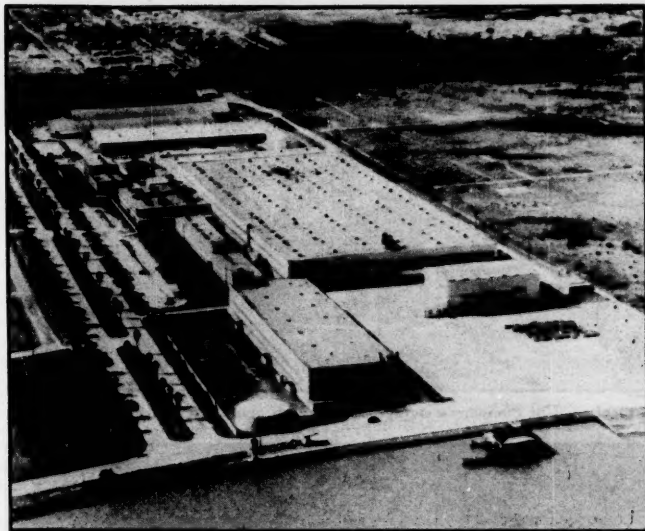
raw materials for conversion and distribution.

New Orleans, through its Free Trade Zone, affords the opportunity to intercept foreign raw materials and store, package, reclassify, grade and process them within the Zone. These products can then be exported without paying duty, or used for domestic consumption by paying duty on only the processed product. With a plant located in New Orleans, costly back-tracking shipments and duplication of freight charges on the same materials in altered form is eliminated.

Transportation—The fast, frequent, efficient transportation systems available to New Orleans are so well coordinated that the greatest portion of the country's buying power lies within first and second day express delivery. Nine major railroads and eighty steamship lines, nine regular airlines, and approximately forty barge lines furnish transportation from and to the port of New Orleans.

Labor—Labor conditions in New Orleans are extremely satisfactory, both from the standpoint of the manufacturer and the industrial worker. Ninety-seven per cent of the population of New Orleans is native American-born. Labor in New Orleans is readily available, skilled, productive, efficient and dependable. The war years created a great increase in the number of skilled workers who have mastered techniques of many different types of production. New Orleans has retained its war fortified labor supply. A model uniform workmen's compensation act is of mutual benefit to employer and employee, and gives substantial protection to both.

Fuel—Industry is offered an unlimited supply of natural gas, the world's cheapest, cleanest, and most efficient fuel. Along with natural gas as a fuel, an abundant supply of dependable elec-



American Standard—The wartime Consolidated Vultee plant has been acquired by American Radiator and Standard Sanitary Corp. for making vitreous china plumbing fixtures.

tric power is also readily available.

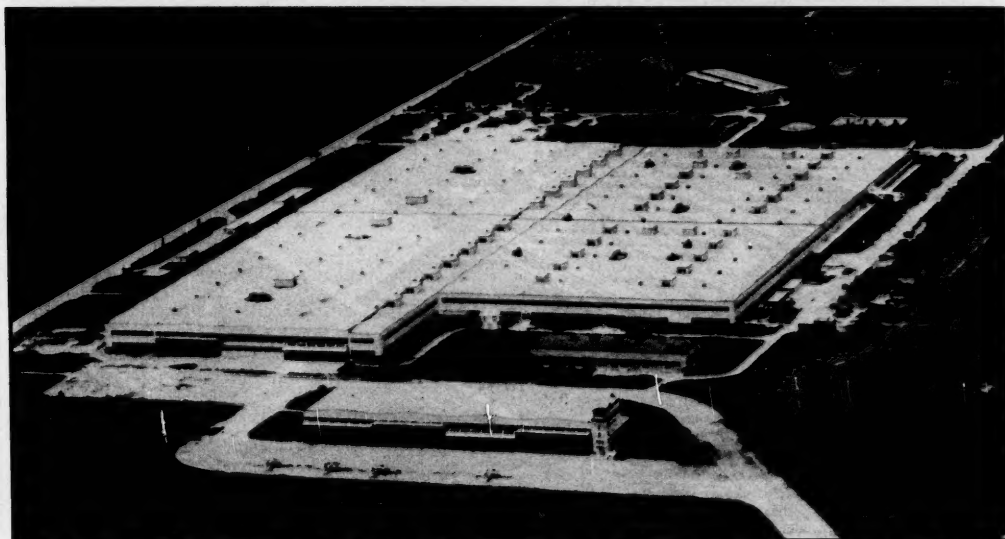
Today when many cities are facing a serious water shortage, New Orleans has no worries and water rates are among the lowest in the country. The city is supplied with water from the inexhaustible Mississippi River, which after treatment affords ideally pure, soft water. The river also furnishes a supply of fresh water for industrial usage.

New & Expanding Plants—These unique combinations of facilities have

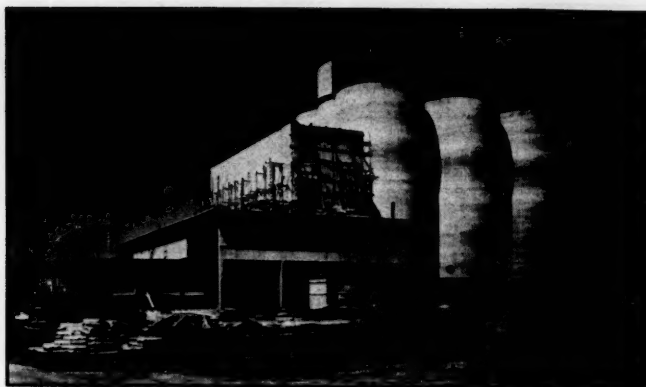
made New Orleans especially attractive to industries seeking new locations, and to existing industries expanding their local facilities. Within the past few months alone, plans to establish plants in the New Orleans area have been announced with a total investment in excess of \$185,000,000. Some of these are:

International Harvester Twine Mill—work started on a new \$4,000,000 plant to manufacture twine.

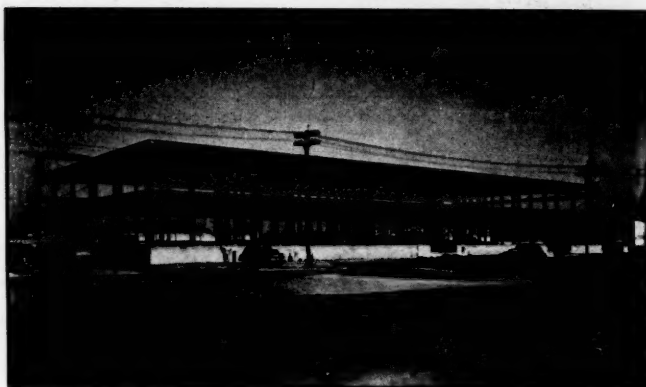
Kaiser Aluminum & Chemical Corp.



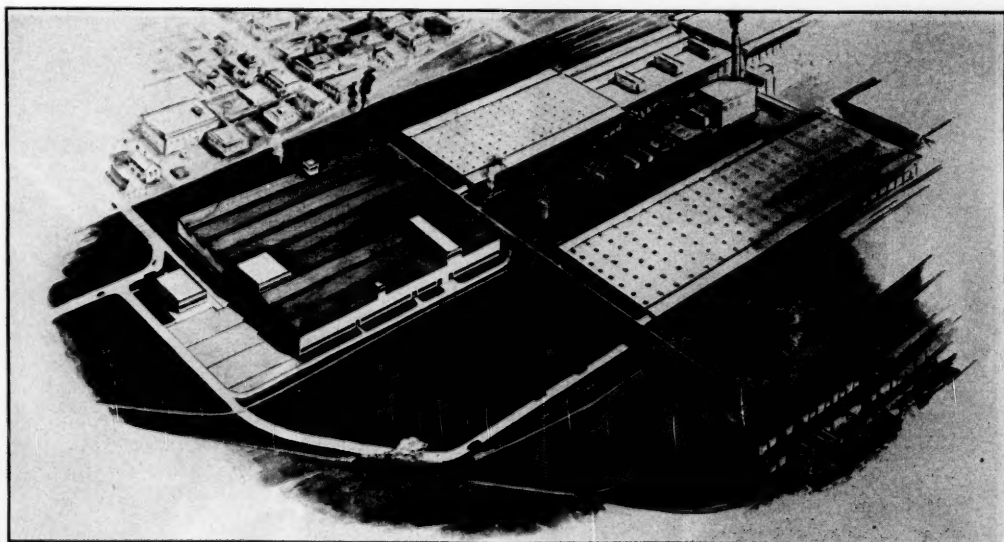
Michoud plant where the Chrysler Corp. will shortly begin production on a \$100,000,000 order for tank engines.



Ideal Cement Company's storage and bagging plant now nearing completion.



Western Electric Company's warehouse and office under construction.



International Harvester is building this \$2,000,000 twine mill at New Orleans. The plant will include about 224,000 sq. ft. of manufacturing space.

—work started on a new \$145,000,000 aluminum plant which will be located on the outskirts of the city.

Chrysler Corp. has acquired the two-million-square-foot Michoud Industrial Facilities for the production of tank engines, under a \$100,000,000 contract with the Army.

Delta Match Co. has purchased a site for the location of the first match company in the south.

Red Star Yeast Products Co. has broken ground for a \$1,800,000 yeast plant, also the first in the south.

In addition to these new plants the following companies have announced expansion programs:

Plymouth Cordage Company.
Pan American Southern Corp.
Rheem Manufacturing Co. and
Flintkote Co.

This construction work, together with the Union Passenger Terminal Development, construction of six apartment hotels, five multi-story office buildings, and \$50,000,000 in warehouse and distribution center construction indicates the confidence that is being shown in the development of New Orleans.

Only the Beginning — And on and on could go this list of expansions and accomplishments giving historic old New Orleans a "new look." How seemingly every day a building arises on what was yesterday a vacant lot, thrusting upward its steel frame to once again change the skyline of the city, or out in the industrial districts still another type of factory is built to further diversify the city's manufacturing economy. Suffice it to say, however, that a new spirit is moving the people of New Orleans, a spirit which embodies a challenge to continually expand and strengthen their economy, which challenge has been and shall continue to be met.

Proper Procedure Under CMP Important as Metals Tighten

By Sidney Fish
Industrial Analyst

THE shortage of metals resulting from the big defense program is going to cause more trouble to Southern industries during the next year or two than any other factor. Unless a manufacturer can obtain defense contracts, or is engaged in production of essential equipment like farm tractors or freight cars, he is going to find that his allotment of basic metals—steel, copper and aluminum—is going to be far below his use during 1950. To accomplish this and aid the defense program, the controlled Material plan—CMP—which became effective on July 1, is the mechanism that is being used.

The defense program is going to channel a large part of the metal supplies away from so-called non-essential industries. Producers will have to perfect a well-organized procedure for filing his forms under the Controlled Materials Plan.

Month by month, set asides of steel and other metals for the defense program have been steadily rising. On most carbon steel products, the proportion reserved for government programs ranges between 90 and 100 per cent. The squeeze on civilian durable producers is getting so severe that it is only a question of time before they, too, are placed under the Controlled Materials Plan. The civilian products makers have been asked to file CMP forms for the fourth quarter, but there has been no assurance given as yet by the National Production Authority that they would receive certified allotments for that period.

Any measures through which Southern industry can build up its metal inventories, and obtain larger allocations from its suppliers, will be the surest path to sustained production and good profits, over the next few years. Interruptions to steel production are a possibility, if scrap shortages become more serious, or if labor troubles are encountered during the latter months of this year.

The civilian goods producer, from here on, should try to get metals through priorities, at official mill prices, so that he will not have to scramble for them in the rapidly dwindling free market where he may have to pay high prices. The company that has already come under CMP should try to get an adequate CMP allotment so that its rate of production will be high enough to assure adequate profits.

Suggestions on CMP procedures to make sure that a manufacturer gets enough low-priced metals for his needs include the following:

1) A civilian goods producer, whose product is on the Class B products list should get a Form CMP-4B, and file it before July 31st to receive an allotment for the fourth quarter (assuming that CMP is broadened to cover such products). The form will not be mailed to him automatically by NPA unless he received an allotment under CMP for the third quarter. He should send along with the form a very complete letter, explaining the essentiality of his product, his recent plant expansion, rise in employment, hardships caused by materials shortages, etc.—any factors which would entitle him to more metal than indicated by your base period output. This accompanying letter is extremely important.

2) A civilian goods producer, who will not get CMP metals until the fourth quarter must be prepared to make prompt appeals to NPA for directives which will give him the steel, copper and aluminum that he will need in July, August, and September. Many such directives to metals producers are issued over the telephone by NPA divisions to aid hardship cases swiftly. Labor unions often can help obtain such a directive where layoffs are threatened.

3) Metal users who received a CMP allotment for a Class B product for the third quarter, but whose allotments were reduced from what they asked should file a supplementary CMP form at once. They should state in their accompanying letter any considerations which they overlooked when they filed their original form—new defense or essential orders booked, new production machinery received, etc. Such forms can be filed at any time during the third quarter. They should follow up this form with a strong argument to NPA, pointing out that the original allotment was too low. NPA expects metal users to protest if their CMP allotments were cut. Finally, when requests for more metals are rejected, manufacturers should carry their case to the NPA Appeals Board.

4) Very small metal users or larger companies that have product classes which fall in the small user category can make use of the right to assign their own CMP ratings. They can write on orders the priority symbol CMP-SU (small user). No form must be filed to do this. It gives automatic priority, outranking any DO order. To use this symbol, a producer must use quarterly not more than the following amounts of controlled materials for any product class: carbon steel, 5 tons; alloy steel, one-half ton; copper, 500 pounds; and aluminum, 500 pounds. For other than controlled

materials, write on your orders the symbol DO-SU.

5) Manufacturers who are small, but are a little larger than the "very small" user covered in the above paragraph, are entitled to another kind of preferential treatment. They have to file a form CMP-4B, but should send this not to NPA in Washington but to their regional NPA office. They should visit the CMP analysts in the regional office, become acquainted with them and discuss the form with them. In the fourth quarter, they will get almost automatic certification of their full metal requirements. To qualify for this preferential treatment, a manufacturer's use in any class of product must not exceed per quarter 100 tons of carbon steel, 5 tons of alloy steel, 500 pounds of stainless, 4,000 pounds of copper, and 1,000 pounds of aluminum . . . if any of his products falls in that category, he need not fill out Section VII of his CMP form for that product.

6) If you received a CMP allotment make it a point to rush it to your suppliers at once.

Under CMP, there will be a big mortality of DO orders on steel and brass mill rolling schedules beginning Sept. 1st. Such displacement of DO orders cannot happen sooner owing to the lead-time factor.

Many mistakes have been made in filing CMP forms 4A and 4B for the third quarter. Here are the most common errors to avoid in filing CMP applications for fourth quarter allotments, as shown by the third quarter mistakes:

Don't file a CMP-4A form unless you are asked to do so by your price contractor or Government agency that booked your contract.

Many applicants failed to sign the CMP form. If you don't it will be sent back to you and you may miss out on your allotment. An authorized representative of the company must sign the form for each product class.

Enclose the postcard and the reference number on it when you send in your application.

Send in four copies of each application. Don't include more than one B product class on a single form. More than 1,000 applicants made this basic error.

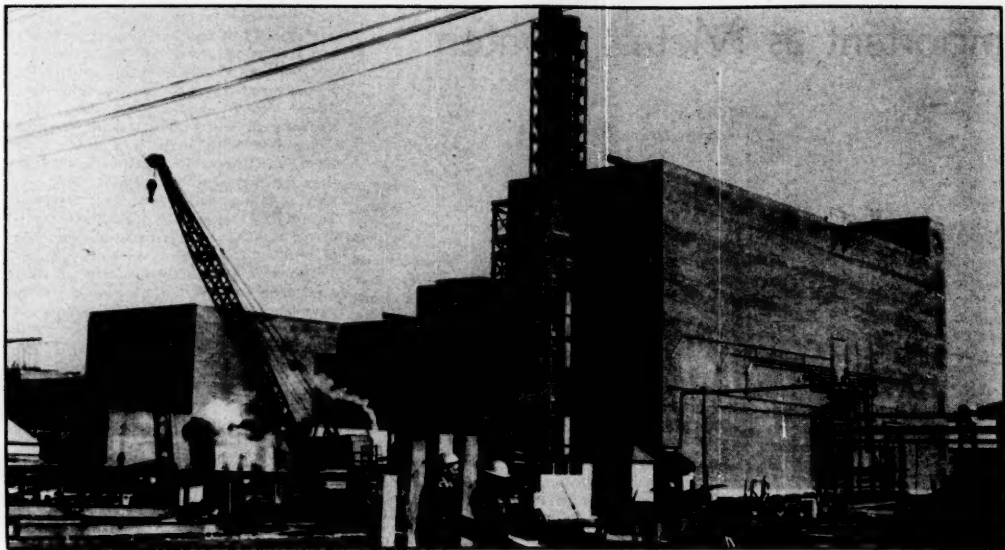
Fill out Schedule VII of CMP-4B, if your use of any one of the metals mentioned exceeded the amounts mentioned. Don't send your form to the regional office, unless you fall in the small business category exempted from filling out Schedule VII. (See the CMP-Form B instruction sheet issued by NPA.)

Don't assume that you must follow the same procedure on each of your products. On one, you may be able to give yourself an automatic CMP-SU rating; on another, you may have to file with the regional office; on a third, you may have to file with Washington, depending on your volume in each category.

Remember that once you have received an allotment, you must adhere to it. But you can use free market metals, as long as your total use of free and

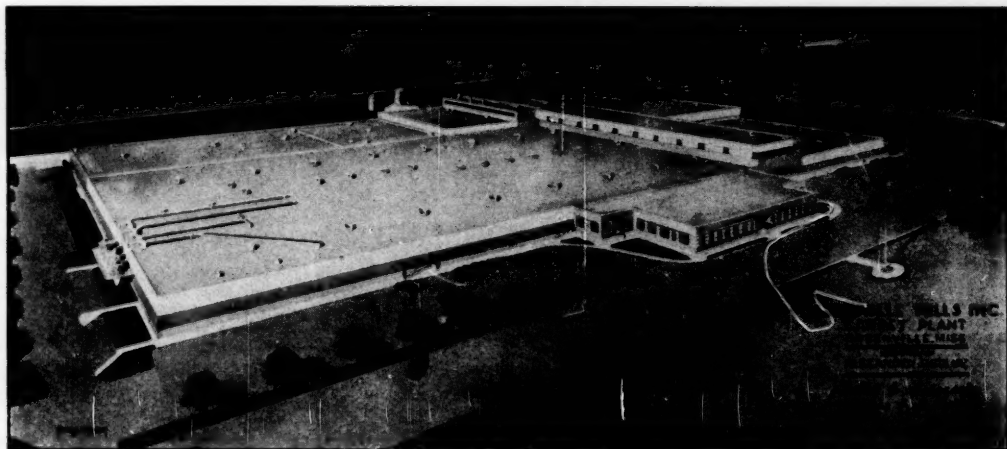
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INDUSTRIAL EXPANSION



IN NORTH CAROLINA

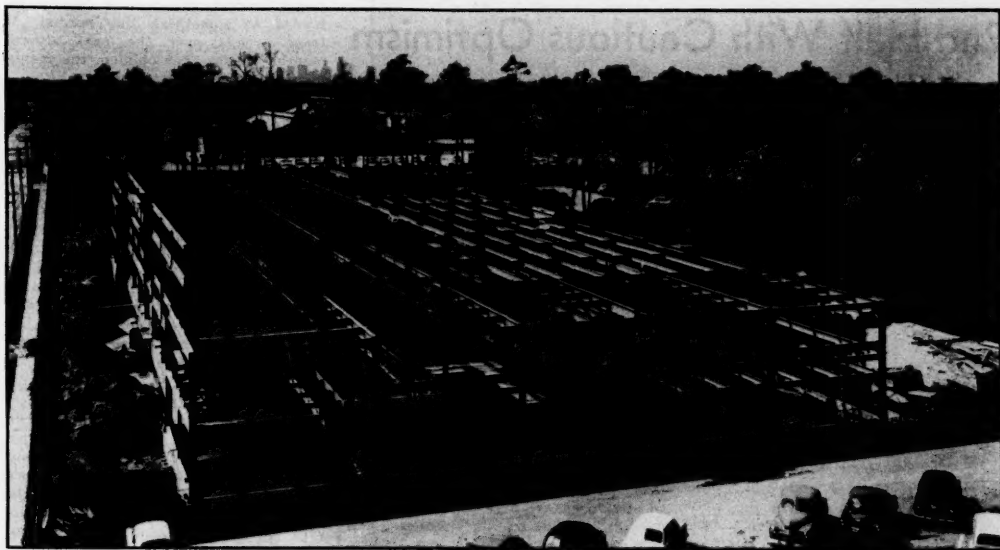
Production is scheduled to begin this summer in this new \$20,000,000 Olin cellophane plant of the Ecusta Paper Corporation near Brevard. Full production is expected to start in September.



IN MISSISSIPPI

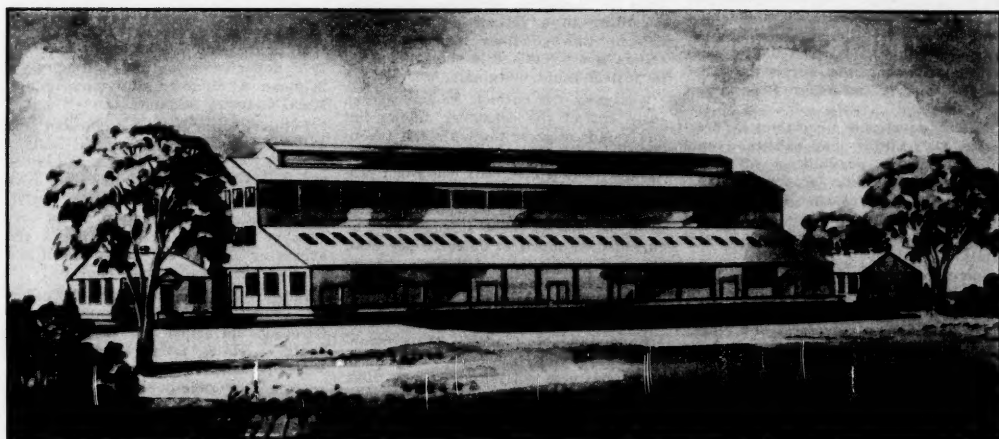
Greenville Mills, a subsidiary of the Alexander Smith Carpet Co. of Yonkers, N. Y., will occupy this \$4,750,000 plant at Greenville. Total floor space will approximate 15 acres. More than 500 people will be employed.

INDUSTRIAL EXPANSION



IN TEXAS

Keeping pace with the city's rapidly expanding industries, Hughes Tool Co. has construction well underway in Houston on a new \$2,000,000 research laboratory.



IN LOUISIANA

Red Star Yeast Co., Milwaukee, Wis., has started construction of this new yeast plant at Belle Chasse, South of New Orleans. The \$1,500,000 plant will produce 2 million pounds of active yeast per year.

Furniture Industry Views

2nd Half With Cautious Optimism

High Point Show finds manufacturers generally optimistic in view of continued housing boom and demands of military and other building programs. Retailers are more hesitant about forward buying.

By J. A. Daly

FURNITURE MANUFACTURERS were caught unavoidably in an economic swirl of international origin when their new designs for the domestic fall-winter trade were presented at the semi-annual expositions in Chicago and High Point.

Manufacturers are viewing the prospect realistically and with some optimism. In contrast, retailers generally have been hesitant about forward buying despite their own favorable analyses of the second half-year's outlook.

Chicago and High Point Shows—The ten-day Chicago exposition ended June 28 and the High Point show opened July 9. Many reports combined to indicate that buying was satisfactory to manufacturers of higher priced lines. Buyers were hesitant about ordering furniture for the mass market.

Yet, all those carefully shopping buyers were impressed favorably by the prevailing prices, practically unchanged from January levels, and by the qualities of style, utility and variety. The same sentiment among the buyers prevailed at the largely attended High Point market.

Newly developed uncertainties associated with military and political events in Korea and possibilities of broad changes in domestic economic fundamentals failed to obscure the fact that housing construction over the United States is holding near 1950 record unit totals.

Some weeks yet must elapse, though, in the evident opinion of furniture market analysts, before full effects of war-peace developments overseas and longer term defense policies at home can be evaluated dependably.

Approximately 500 exhibitors participated in the High Point show. This event normally is particularly popular with Southeastern and Eastern retailers. Paul W. Casey, manager of the Southern Furniture Exposition Building, pointed out that this is the second largest floor coverings market in the nation, being exceeded only by Chicago.

Approximately 85 per cent of the American manufacturers of floor coverings exhibited their products at this High Point show.

Incidentally, recent years brought a great change in the production and merchandising of floor coverings. Cotton and wool-rayon blends have come forward strongly into popularity among home owners.

Cotton rugs this season particularly are being emphasized by producers and designers have done good jobs in providing attractive, durable merchandise. One influential reason for this popularity trend is the price of wool, which has been extremely scarce and priced far above previous high levels, and out of line with even this year's far above normal cotton prices.

New Lines Reflect Shortages—Nearly 75 per cent of the factories presented new furniture lines at one or both of these shows. Some companies shortened their lines. Many others redesigned their lines to conserve strategic materials, according to a report by Wallace O. Ollman, Chicago show manager. "Best sellers" were retained in shortened lines to protect profit margins.

Analyzing the outlook, he forecast an early end of the consumer buying lull and rapid progress toward retail inventory balance. Most plants expect shortages of various materials will affect production progressively. By early September, difficulties are probable for factories using metals, as these supplies may be curtailed as much as 25 to 50 per cent. Other Government regulations, unless modified meantime, will be exerting depressive influences upon the furniture industry by mid-Autumn.

Understandable Caution—These manufacturers admittedly have experienced many business vicissitudes since 1940. Spiraling production costs through wartime and postwar years, particularly in the last half of 1950, were followed by price increases last March and April which aroused resistance on the part of consumers, despite their high incomes.

However, powerful influences in that sales decline were Federal controls on installment trade and economic stabilization policies which encouraged householders to hope for lower furniture prices. Particularly affected by these

were retail sale of electrical appliances.

Then, in June and July, representative manufacturers were describing the national market situation as having returned to something like normal. If trade trends over the next several months bolster that opinion, the manufacturers will be gratified.

So, caution at this time among retailers is understandable. Indicative of this year's second-quarter slump was the report by a widely operating Southern retail chain. This company's sales for the fiscal March-May quarter were \$632,742 below the total for the same 1950 period and the decline for May was \$473,000.

What Do Recent Statistics Show?—Recent selling by typical manufacturers has been better than that recorded at last year's summer expositions. Volumes, though, have been well below the buying spree last January, which created the present, easing inventory problem.

This problem was highlighted recently by the National Retail Furniture Association, which reported retailer stocks early in June were 25 per cent higher than a year ago. Industry accountants reported shipments during this year's first quarter were at an all-time high. Shipments during this year's six months were estimated at 20 per cent, dollar value, above the same 1950 months, largely because of higher prices.

Statisticians reported 1950 wood furniture sales were \$1,500,000,000, which was a 30 per cent gain over 1949 sales, due in substantial part to inflation. These data showed that the manufacturers averaged 5.5 per cent net profit, after taxes, compared with 3.9 per cent in 1949. Normally, though, these companies attain a somewhat better average net profit margin than that for last year, it was explained.

The industry's best year was 1948, when production was 13 per cent greater than in 1950 and 250 per cent of pre-war 1941 dollar-value output, according to Seidman & Seidman of Grand Rapids, Mich., industry accountants.

Industry surveys lately indicated that unit production currently is ranging from the same as in June last year to 25 per cent greater. Representative manufacturers were experiencing dollar-volume sales averaging 16 per cent over January (range, 5 to 30 per cent), and averaging 25 per cent over June of last year (range, 10 to 33 per cent).

Indicative of the stability of the industry, official data showed plants in North Carolina, principal producer among Southern states, lately were employing 33,900 persons, compared with 31,300 a year ago. Average hourly wage rate was \$1.08, against 97.1 cents a year ago. Average weekly earnings were \$44.95, against \$41.04 a year ago.

All available statistics show clearly that retail furniture market fundamentals definitely are favorable to manufacturers. For instance, farm income (Federal data) is holding around 20 per cent above a year ago.

Promising Outlook—Federal statisticians have estimated that housing units

starts this year may total around 1,000,000. New units last year attained the record 1,400,000 total. The inherent strength of the national economy points to continuation next year of high-level housing construction. Then, there still is the tremendous replacement furniture market.

Equally promising is the prospect for demand for office and other furniture required by the vast construction programs in other industries and in military posts.

Inasmuch as employment is at an all-time peak, wages are around record levels, and savings accounts are holding steady, an enticing plum for the furniture retailer is created by home owners' buying power. The opinion is widely held in the trade that the worst pinch from credit controls has been experienced and that installment debt rapidly is being paid off.

Especially among manufacturers, emphasis is being given to the relationship of steady to lower furniture prices while average individual income still is rising. Yet, little consumer attention apparently is being given to restrictions on supplies that may result within a few months from economic controls. The limitation on metal supplies already is revealed in newly offered furniture designs. Producers of ranges and heaters particularly are expecting to encounter metal scarcities.

However, one producer of high-priced and custom-built furniture commented that "the trade will be experiencing something like a rat race for furniture by September."

Retailers evidently have been impressed by manufacturers' production and pricing policies. One large retailer commented that production costs will prevent manufacturers from reducing prices; competition will compel them to maintain quality; and the desire to attain sales volume will discourage price increases.

A survey of management sentiment disclosed the manufacturer will be unwilling to build up inventories against possible expanded retailer demand. The factories generally entered the new season with fair backlogs. Deliveries against backlogs will be completed by September or earlier. Consequently, allocations on retailers' new orders appear unlikely. Factory production schedules evidently can maintain shipments against new bookings while minimizing finished product inventories.

New furniture offerings are described as favoring the household budget. Anticipation of intense competition has resulted in combinations of good quality, utility and attractiveness.

Design—What the Consumer Needs and Wants—Numerous designs aim to meet requirements of families occupying small rooms in modern so-called low-rent housing developments. Included are smaller pieces, or larger pieces which replace several small ones. The objective is to provide comfort and utility while creating room space. These



Southern Furniture Exposition Building at High Point, North Carolina. This is the second largest floor coverings market in the nation, being exceeded only by Chicago.

pieces, widely varying in style and finish, offer many grouping possibilities. Also, there are useful, pretty folding designs.

Modern furniture currently is leading in popular favor, as regards high priced lines. However, 18th Century designs still are preferred by a narrow margin for dining rooms. A year ago, 18th Century designs also were more popular for living room, dining room and bedroom, according to retail trade sources. Provincial designs still attract moderate interest.

Trade reports rank Sheraton, Chippendale and Heppelwhite in that order of buyer preference, though a year ago Chippendale outranked Sheraton.

Designers selected warm, "live" colors, shades, and combinations in woodwork finishes and upholstery. Retailers seem impressed that upholstery fabrics, available in wide choice, are improved, especially for medium and higher priced pieces. Pile fabrics lead in favor. The already keen interest is increasing in natural wood finishes.

The designers have shown that they are conscious of the economy trend and the installment buyer market. Various new groups of furniture and assorted pieces are desirable and useful to young families completely furnishing their new homes. Despite the known great outstanding total of mortgage debt on

homes and the high rentals, the average family income resulted in greater-than-ever interest in medium priced furniture. Producers and retailers alike are wary about "cheap" merchandise. The consumers still remember vividly the ersatz wartime goods.

In connection with evaluation of the retail furniture market for the last half-year, manufacturers and dealers are provided interesting, broad information in the newly issued Federal Reserve System's 1951 survey of consumer finances.

First article of the series appeared in the Board's June, 1951, Bulletin. The survey disclosed that the number of persons owning liquid assets increased more than 3,000,000 in 1950. The number of families who spent more than their income decreased for the first time in the postwar period. Price rises continuing into 1951 tended to offset previous income gains, the economists reported. Price resistance developed, deterring plans for new purchasing.

The survey report suggested that incomes may rise more than consumers anticipated early this year, and prices less. People may become accustomed to high price levels. It is significant, though, that consumers generally "are not disposed to reduce savings in order to acquire goods in anticipation of price advances."

SOUTHERNERS AT WORK

American Tel. & Tel. Names C. F. Craig, President

Cleo F. Craig, a veteran of 38 years of service in the Bell Telephone System, has been elected president of the American Telephone and Telegraph Company



Cleo F. Craig

to succeed Leroy A. Wilson, who died June 28, 1951. A native of Missouri, Craig has had wide experience in the telephone industry since he went to work for A. T. & T. in 1913 as an equipment man. At various times he has been in charge of the Long Lines Department, personnel relations, operations and engineering, revenue requirements and finance.

International Minerals Names Three Officers, Potash Div.

Nelson C. White has been appointed general manager and Sinclair B. McCoy sales manager for agricultural potash of the Potash Division of International Minerals & Chemical Corporation, Chicago, Ill., according to an announcement by A. Norman Into, vice president in charge of the division.

Mr. Into also announced that Milton S. Malone, sales representative of the division, has been appointed district sales manager of the Potash Division sales office at Atlanta, Ga., and will be responsible for the sale and distribution of potash salts for agricultural use in the territory covered by that office.

All three appointments became effective July 1.

Mr. White has been assistant manager of the Potash Division mine and refinery at Carlsbad, N. M., since 1947 and has supervised the design, construction and operation of a new potash chemical plant there. From 1944 to 1947 he supervised

electrochemical research and development work under the vice president in charge of International's Research Division, studying primarily the electrolytic production of potassium chemicals. He joined International in 1942, working on electrolytic production of magnesium and serving for two years as assistant manager of a magnesium plant operated by the corporation in Austin, Texas.

Mr. McCoy has been assistant to the vice president in charge of the Potash Division since 1950, working on special assignments in the division, particularly in connection with sales. He has been with International since 1927, when he joined the company as a clerk in the traffic department. For five years before becoming assistant to Mr. Into he was general traffic manager for the corporation.

Mr. Malone has been a potash sales representative covering the midwestern territory out of the company's Chicago office since 1948. He came to International from the General Chemical Division of Allied Chemical & Dye Corporation, with which he was associated in sales capacities from 1939 to 1948, except for four years spent with Patton's 3d Army during World War II.

Monsanto Appoints Nason Director of Research

Howard K. Nason, assistant to the vice president in charge of research, development and patents, has recently been appointed director of research of the Organic Chemicals Division of Monsanto Chemical Company, succeeding Dr. Richard M. Hitchens, who has been director of research since 1947.

Mr. Nason is a native of Kansas City, Missouri, and a graduate of the University of Kansas. He came to Monsanto in 1936, as a research chemist in the St. Louis plant of the company. Since then he has risen rapidly through a number of important research and administrative posts.

In 1948, he became director of Central Research and in May, 1950, was transferred to St. Louis as assistant to Dr. Carroll A. Hochwalt, who is vice-president in charge of research, development, and patents.

Textile Hall Corp. Reelects Officers

James H. Woodside was reelected president and treasurer of Textile Hall Corporation, Greenville, S. C., at the annual meeting of the board of directors recently.

The following directors were elected for the coming year: John W. Arrington, Jr., Sydney Bruce, W. W. Carter, C. E. Hatch, Edwin Howard, E. S. McKissick, W. W. Pate, Ernest Patton, W. G. Serrine, F. W. Symmes, Harold R. Turner, James H. Woodside, Greenville, S. C.; Thurmond Chatham, Elkin, N. C.; Donald Comer, Birmingham, Ala.; Herman Cone, Greensboro, N. C.; R. I. Dalton, B. B. Gossett, Charlotte, N. C.; L. O. Hammett, Honea Path, S. C.; W. S. Montgomery, Spartanburg, S. C., and George M. Wright, Abbeville, S. C.

The other officers who were reelected are W. G. Serrine, Chairman of the Board; W. W. Carter, Vice-president, and Miss Bertha M. Green, Secretary.

Plans for the 17th Southern Textile Exposition, October 6 to 11, 1952, are going forward, and the prospectus will be issued this summer. Correspondence relative to the show should be directed to the office of the corporation in Textile Hall, 322 West Washington Street.

Houston Port & Traffic Names Patton, General Manager

Nicholas Patton, formerly in charge of a Department of Agriculture office at Houston, Texas, has been named general manager of the Houston Port and Traffic Bureau at Houston, succeeding George K. Reeder, who recently resigned to enter private business. W. S. Bellows, chairman of the board of directors of the Bureau and the Port Commission, announced the appointment.

As general manager of the Port and Traffic Bureau, the sole agency devoted entirely to port promotion, Mr. Patton will be in charge of the Houston office and the Bureau's regional offices at Kansas City and New York.

Davison Chemical Announces New Technical Appointments

Dr. Paul W. Bachman, Director of Research and Development, recently announced the following appointments to technical posts in the Davison Chemical Corporation, Baltimore, Maryland:

Dr. Joe D. Clary, named superintendent of the specialty catalyst plant operated at Curtis Bay (Baltimore) by Davison; Dr. Albert H. Cooper, appointed head of the Research Engineering Department of the Research and Development Division; Walter K. O'Loughlin, appointed manager of the development department of the Research and Development Division, and Kenneth E. Prince has joined the Research and Development Division as head of the patent department.

Flow Pump

Aldrich Pump Co., Allentown, Pa.—Addition of a 6-inch Stroke Direct Flow Pump Series to their over-all line. This series includes Triplex, Quintuplex, Septuplex and Nonuplex units, having 3, 5, 7, and 9 plungers, respectively.

Ranging from 300 to 900 hp., the 6-inch Stroke Series covers numerous applications, such as chemical handling, heavy forging press service, steel mill descaling, water injection in oil fields, lean oil pumping, etc. These pumps operate at crankshaft speeds up to 300 rpm. and are suitable for direct drive by engine or synchronous engine-type motor.

Tapping Attachment

Automatic Methods, Inc., 42 Walnut St., Newark, N. J.—Lead screw tapping attachment consisting of a support arm, support arm screw, split nut, split nut mounting screws, split nut washers, lock assembly, collet and nut. The split nut and lead screw are interchangeable for different threads so that a variety of threads may be precision tapped.

Any unskilled operator can produce in high production, tapping equal to that produced in a precision lathe, state the makers.

Optical Straightedge

F. T. Griswold Mfg. Co., 305 W. Lancaster Ave., Wayne, Pa.—Griswold Huet Optical Straightedge consisting of a lense and prism housing, and a feeler microscope with built-in illumination which rides along the surface under examination.

Made in standard lengths of approximately 3, 5, 10, and 13 feet, the housing rests on



Griswold Straightedge

two blocks and the feeler, which includes the optical system, slides on the work surfaces. The errors, observed through the microscope, are indicated by the relative position of two indices. The distance between these indices is converted into linear measurement by reference to a micrometer thimble.

Automatic Gate Operator

Electric Power Door Co., 2127 E. Lake St., Minneapolis 7, Minn.—Automatic all-weather protective gate operator for guaranteeing internal security and/or private estates, farms and institutions, with but minimum personnel requirements. Marketed as the Electric Doorman Swinging Gate Operator, the device supplies automatic power for existing double or single swinging and sliding gates.

Standard time to open or close double swing gates, either in or out, is 5 to 8 seconds, according to the company. Special controls include radio control, key post switch, electric dye, pull cord and ground trip. Gate

operators come furnished with rugged steel mounting channels, weatherproof heavy gauge steel covers, safety clutch, thermal overload, heavy duty double wound motor and adjustable limit switch.

Paper Liner

Magic Circle Mfg. Corp., Tulsa 8, Okla.—Magic-Jog, said to replace hand-jogging of paper to be assembled from presses and duplicating machines. It lines up paper for binding, packing, loose-leaf books, records, stapling and folding. The jogging table, 10 by 12 inches, is made of sturdy Masonite tempered hardboard. The body is rust-resistant, spot-welded sheet steel. Weight of the paper starts action.

Magic-Jog is equipped with a control knob that adjusts points for load weight, a combing button which frees stuck sheets, and an automatic shutoff when the load is removed. The company states the vibrator is rugged and dependable, operating on 110-115 volt A.C.

Cableman's Repair Tent

McEntire Bros., Inc., Topeka, Kansas—Lightweight telephone cableman's repair tent for protection from adverse weather conditions. Made with a collapsible spring-steel frame and eight-ounce waterproof cover the "Protecto-Tent" is light and can be erected by one man in less than a minute, according to the manufacturer.

The "Protecto-Tent" may be used by cable splicers on platforms and through the use of a special adaptor clamp it has proved ideal for use on standard tower trucks.

Packaging Tool

Mid-States Gunned Paper Co., 2515 S. Damen Ave., Chicago 8, Ill.—A packaging tool, named "Tape-Strap," designed as a replacement for metal strapping. According to the maker the product is a gummed tape whose function is to strengthen a package by becoming a part of it. This means that the package and reinforcing material are integrated effectively into a single working unit.

The pliable product is strong and averages 180 pounds per inch of width in tensile strength. "Tape-Strap" has been utilized for reinforcement of many kinds of carton closures, state company spokesmen.

Engraving Machine

H. P. Preis Engraving Machine Co., Hillside, N. J.—Engraving machine designated as "Model UE-3," said to permit the operator to see every portion of the work he is doing.

According to the company, this improved model is strongly constructed. The unit's arms are of a cut-away construction that give a full view of the work to the operator. This is said to be of advantage in preventing engraving errors.

Plastic Slipon Sets

Weiss & Klan Co., 462 Broadway, N. Y. 13, N. Y.—"Vinyleen" quilted plastic slipon sets for chairs made to fit standard household chairs, including upholstered types.

The sets are quickly cleaned with a damp cloth; moreover, they will not crack, peel or stain, state company officials.

NEW PRODUCTS

Plastic Film Tape

Minnesota Mining & Mfg. Co., St. Paul, Minn.—A new method for marking trucking lane and safety area stripes on the floors of industrial plants and warehouses using "Scotch" brand plastic film tape No. 471. Tests show that the method will outwear



3M No. 471 Tape

other sprayable or brushable striping materials five times longer, the producer pointed out.

The tape can be applied by a firm's own maintenance men, without loss of employee or trucking time in the taped-off areas, the makers report.

Heavy-Duty Piston Pumps

Oilgear Co., 1560 W. Pierce St., Milwaukee 4, Wis.—Three heavy-duty axial rolling piston pumps, said to feature simplification and compactness, and yet have fewer working parts. They operate quietly at speeds up to 1,800 rpm.

Coupled with pressure and flood lubrication by the high grade oil in the system, they set new standards of service and endurance for pressures up to 3,000 and 5,000 psi. These heavy-duty units are of the fixed stroke type, the volume of oil delivered varying with the drive shaft speed.

Heavy-Duty Humidifier

Daffin Mfg. Co., Lancaster, Pa.—A heavy-duty, high capacity humidifier, named "Hum-O-Zone" (Model 300-B), said to dispense humidification over a large area.

The device measures 22 by 26 by 42 inches and takes up relatively little space. The company claims that atomization capacity has been increased 33-1/3 above the former model 300.

Aluminum Welding Rods

Eutectic Welding Alloys Corp., 172nd St. and Northern Blvd., Flushing, N. Y.—Flux-coated aluminum welding rods for oxy-acetylene and oxy-hydrogen welding, known as "Eutec Rod 22FC." The product is designed for use in architectural structures and other applications where an anodized silicon

(Continued on page 36)

NEW PRODUCTS

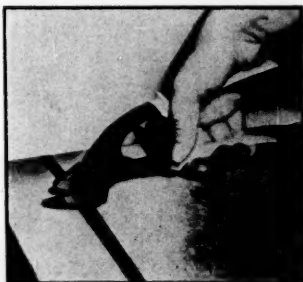
(Continued from page 45)

bearing welding rods has shown an objectionable dark weld.

The item is said to offer a base metal matching solution, since corrosion resistance and color—as well as physical properties of the weld—closely match the aluminum. The alloy is marketed in 1/8 and 3/16 inch diameters.

Strap Cutting Tool

Aeme Steel Co., 2840 Archer Ave., Chicago 8, Ill.—The E14AO strap cutter, a light-weight tool designed to cut flat steel strap-



E14AO Strap Cutter

ping up to 3/4 inch by .035 inches with minimum effort.

Among features of the simple construction is a hand guide which prevents straps from wedging sidewise between the blades. A flat lower blade permits easy insertion beneath tensioned straps on bales, bundles and cartons, states the makers.

"Cut-Cool"

Organic Products Co., P. O. Box 456, Irving, Texas—"Cut-Cool," designed for lubricating and cooling metal cutting and drawing operations.

The product is readily emulsifiable and is not seriously affected by hardness salts in water. For further technical information, write to the above-named company.

Air Starting Motor

Ingersoll-Rand Co., 11 Broadway, N. Y.—Two new air starting motors for cranking gasoline and diesel engines, expected to be used in the lumbering, petroleum, mining, marine, heavy construction and power fields. They are designed for cranking diesel and gasoline engines with piston displacements up to more than 3500 cubic inches.

Smaller and more compact than equivalent electric starters, these air starters give reliable starting service at all times, according to the company. They eliminate the necessity of generators, banks of storage batteries, and the costs of battery maintenance and replacement, the company also adds.

Three-Circuit Plug

Soreng Mfg. Corp., 9555 Eden Ave., Schiller Park, Ill.—Three-circuit plug and receptacle combination said to provide durable, low resistance connections at low cost. The bodies of both parts are molded of Durez

phenolic. Receptacle has silver-plated, silicon spring bronze contacts which are dimpled for improved low-loss contact and proper registration of the plug.

Both units come with solder terminals and are rated 15 amps. at 125 volts, 10 amps. at 250 volts, a-c or d-c. Typical applications include: fractional hp. reversing circuits, light-duty 3 phase circuits, appliance grounding.

Sideloader

Automatic Transportation Co., 149 W. 87th St., Chicago, Ill.—"Sideloader" attachment for industrial trucks, said to save factory and warehouse space.

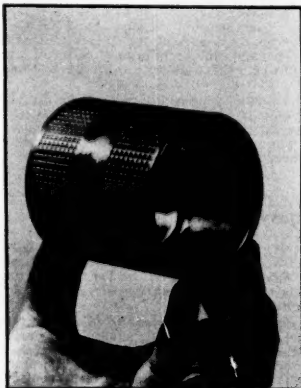
The device permits a fork truck parked longitudinally in an aisle to stack to either side without having to turn at right angles to the aisle. Instead of the truck making the 90-degree turn, the forks do it while the truck remains stationary, according to the company. Thus, the vehicle can work in far less space than is currently employed.

Wire Insulation

Bentley, Harris Mfg. Co., Conshohocken, Pa.—Wire insulation tubing and sleeving, made of Vinylite resin plastisol and braided glass fibers. According to the company the wire covering can be twisted and knotted without fear of loss of electrical insulating properties. The tubing is available in various grades, sizes and colors.

Yarn-Carrying Sleeve

United States Rubber Company, Mechanical Goods Division, Rockefeller Center, New York 20, N. Y.—Recently announced development of a tough new plastic yarn-carrying sleeve for use in textile mills on Barber Colman spooling machines.



Plastic Sleeve

The new sleeve is made from Uscolite, a thermoplastic blend of rubber and plastics.

It is expected to reduce greatly the maintenance costs encountered by textile mills in the replacement of this yarn-carrying specialty. One mill may have between 30,000 and 50,000 of these sleeves in operation. Sleeve replacement has run as high as 15 per cent annually.

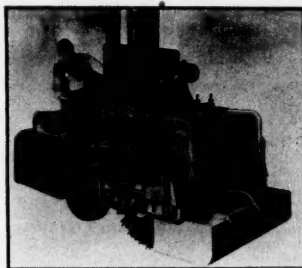
The new sleeve has more than five times the impact strength of phenolic varieties now in wide use in the industry. It will not shatter, chip nor warp. In addition, it will not nick around the edges—a frequent cause of yarn breakage, wild yarn and knots. It can be used with cotton, rayon or the newer synthetic fibers spun on the cotton system. A waffle design on the surface of the sleeve permits it to carry yarn more securely.

It is available in two sizes for the principal types of Barber Colman spoolers and in three colors—blue, gray or brown.

Powered Sweeper

Little Giant Products, Inc., Peoria, Ill.—Low-cost powered sweeper, named the "Yard Bird," designed as an attachment to fit any fork lift truck of 1,500 pounds capacity, and up.

The sweeper, operated by the lift truck operator, can clean indoors and out; factories, warehouses, airports, aircraft plants,



"Yard Bird"

railroads, stevedoring, etc., as apidly as 80,000 square feet per hour, according to the manufacturer. This coverage is with the truck traveling at the rate of five miles per hour.

The sweeper is of the pick-up type, with brush whisking dirt and refuse into a full-width floating dust pan. The pan is easily dumped for fast operation.

Stamp Pad Container

Superior Marking Equipment Co., Chicago, Ill.—A stamp pad container that will not look shopworn after extensive use, according to the company. Designed by Reinecke & Associates, Chicago industrial design firm, in collaboration with the manufacturer, the container has a mottled finish that does not show wear.

Outside decorations and a color band that identifies the ink can be seen from any angle, making it unnecessary to open the lid to check the color. This permits easy identification of the color when the containers are stacked on high shelves.

Heat Reducing Glass Paint

Rex Supply Co., Ossining, N. Y.—Glare and heat reducing glass paint, called Sunshade Blue, said to dry rapidly to make a weather-proof frosted coating which may be applied by either brush or spray-gun.

Textile plants, paper mills, clothing factories, etc. find that Sunshade Blue reduces fading and discoloration of fabrics and papers, states the company. Because it helps control excessive growth of plants, greenhouses and solariums will find it of great value. Ice houses, packing plants, refrigerated and air conditioned buildings are able to maintain cooler interiors at lower costs when window areas are coated with Sunshade Blue, reports the maker.



AIR RAID WARNING SYSTEM—The Bell System is providing nationwide communication facilities for defense at the request of military authorities. The photograph shows aircraft movements being mapped in a Civilian Defense "filter" center, as reports from strategic observation posts are received by telephone.

The Telephone Is a Vital Link in Civilian Defense

The Nation's air raid warning system is just one of many ways in which the Bell System is spending millions of dollars to help make this country strong and safe. Civilian Defense is based on quick communications and the telephone is a vital, indispensable link in it.

Defense is our No. 1 job and we are giving it first call on new construction and facilities. We know you would want it that way.

BELL TELEPHONE SYSTEM



CMP and Metals

(Continued from page 39)

allotted supplies does not exceed your allotment.

A new CMP procedure to aid business men in obtaining maintenance, repair and operating supplies has been set up by CMP Regulations 5 and 7. These new CMP regulations rescind Regulation 4, under which manufacturers have been obtaining MRO supplies by issuing self-assigned DO-97 priority ratings for several months.

Under Regulations 5 and 7, manufacturer or distributor can write his own rating on his MRO orders.

The new rating for controlled materials—steel, copper, and aluminum—used in obtaining maintenance and repair supplies is CMP-MRO. Just write it on the face of your order and sign your name, just as you did when issuing DO-97s under Regulation 4. For non-controlled materials use the new symbol DO-MRO.

Schedules 1 and 2 in CMP Regulation 5 mention by name materials to which the new allotment symbols may not be applied. These are the same materials as were exempt from DO-7s under the old Regulation 4, except for the addition of printed matter to the list.

CMP Regulation 5 covers MRO supplies of the general run of manufacturer. CMP Regulation 7 covers the needs of repair shops. The latter may get controlled materials to cover their customers' MRO allotment symbols. In addition, they are entitled to a limited amount of metal—not over 20 tons of steel, for example—to take care of the quarterly needs of customers who are not entitled to MRO quotas. On the latter extensions, they place the allotment symbol RE.

The MRO quarterly quota, under CMP Regulation 5 is 30 per cent of the dollar volume used for MRO materials in 1950. In computing this quota, expenditures for materials listed in Schedule 1, which cannot be bought under an MRO rating, must be included. This covers materials as chemicals. Materials listed in Schedule 2 should not be included in computing the quota.

You have the privilege of establishing seasonal quotas, but once electing to do so, you cannot switch. This seasonal quota is 120 per cent of the amount spent for MRO in the corresponding 1950 quarter.

Minor capital additions bought under MRO ratings cannot exceed 10 per cent of the quarterly quota, or \$750, whichever is greater.

If you are a recipient of a CMP Class A allotment, you are supposed to cover MRO orders under that allotment, rather than by extending the new DO-MRO rating. Producers of Class A and Class B producers are required to charge against their CMP allotments any MRO materials received in the third quarter under DO-97 ratings.

MRO orders bearing DO-97 symbols

now held by manufacturers have been given equal priority status with orders given the new CMP ratings. Where a supplier tries to cancel a DO-97 order which he has booked, a customer should protest.

Longview, Tex. Attracts Big Industry

INDUSTRIALLY speaking, Longview, Tex. today rates as the "Mr. Big" of the rapidly developing East Texas industrial area.

A steel mill with a capacity of 1,000 tons per day is scheduled to be in production here by Christmas.

Texas Eastman Company, a subsidiary of Eastman Kodak Company, will have its big chemical plant in operation here by late October. More than \$20 million has been allotted to construction of this giant plant.

The R. G. LeTourneau company, which will construct and operate the steel mill, also is working on a multi-million dollar defense production contract at its vast Longview factory.

Southwestern Gas and Electric Company is installing a third 35,000 kilowatt generator at its Knox Lee steam electric power plant near Longview. The company is mapping plans for still further expansion here.

Lone Star Steel Company, which has a \$50 million installation in operation thirty miles north of Longview, is constructing a \$75 million fully integrated steel plant that will produce sheet steel and steel pipe for oil field use. A large new power plant will be built at Lone Star.

The U. S. Air Force is operating an auto mechanics school at LeTourneau Technical Institute here, and will open soon an airplane riggers school at LeTourneau Tech.

And there's more to come.

Carl Estes, publisher of the Longview newspapers, who spearheaded campaigns for the foregoing local projects and who took the lead in East Texas in raising funds to buy the Lone Star Steel plant from the government several years ago, announced from "Somewhere in the New England States" last week that Longview has been chosen as the site for three new industrial establishments and that negotiations are under way for a fourth new industry to be located in a city adjacent to Longview.

What Does It All Mean?—What's happening in Longview as a result of this industrial picture? Plenty!

The city virtually has completed a \$3,500,000 public improvements program. Building permits this year already exceed \$2,100,000. Under way is a \$2,000,000 county and state highway construction program. Three big supermarkets and several other new retail merchandise establishments have been built. Several new church buildings are under construction.

A manufacturer who knows how to use the Controlled Materials Plan, and is skilled in carry-appeals for adjustments to NPA divisions, will have a big head start over his competitors, during the next two or three years.

tion, their aggregate cost exceeding \$2,000,000. The Longview independent school system is planning a major expansion program.

Longview is strategically situated in the center of the rich East Texas natural resources belt. In its 14-county market there are 42 separate oil fields, seven fields producing gas and distillate, and eight fields yielding oil and gas. Eight counties have iron ore.

Longview is the county seat and principal city of Gregg County.

There are 24,000 oil wells in the East Texas field, more than half of which are in Gregg County.

Gregg county leads the nation in crude oil production. It also produces natural gas that helps to fuel industry.

Gregg county holds first place in East Texas (14th place in the state) in automobile registrations—despite the fact it is one of the smallest counties in Texas.

Gregg County also is first in East Texas in retail sales, wholesale sales, and service trade sales.

Longview recorded the largest numerical gain (10,689) in population of any city in East Texas between 1940 and 1950, on the basis of the preliminary U. S. Census report.

Longview's gain in the number of new dwelling units during the last decade was 83.54 per cent, more than twenty per cent greater than its nearest rival in East Texas.

Longview is noted for other things, too—This is the home of the East Texas Chamber of Commerce, which serves 72 counties in this region and Caddo Parish, Louisiana; it is the starting point of the Big Inch pipe line which now transports natural gas to industries on the eastern seaboard; it has three separate sources of water supply; it has three trunk-line railroads with overnight service to four Gulf ports; it has a major network of state and national highways; it is served by two air lines from a Modern Class IV airport.

Per capita sales in Longview in 1948 were \$1,490, which ranked the city sixth in Texas—ahead of the state's ten largest cities.

Longview boasts the third largest gymnasium in Texas, and is a recognized sports center in East Texas.

That's the Longview picture today, industrially and otherwise; tomorrow it will be a bigger story to tell, and Longview's industrial and civic leaders who are sparking the development drive will be happy to tell it.



Steel saved civilization at Vienna

MODERN history begins with the record of conflict between Christians and Moslems--six centuries of wars that opened with the Crusades and saw the Turks capture Constantinople in 1453.

More than 100,000 Turkish janizaries and cavalry besieged Vienna in 1683. For two months, to quote the diary of an eye witness, "The enemy continued playing their cannon and granadoes. But the city walls were strong, Christian cannon were bigger and more numerous and ammunition more plentiful." Finally came a day when the officer's journal reported, "The enemy did not play their cannon so fast. It was confirmed that they had no great provision of bullets, inasmuch as they shot back not only our bullets, but also pummels of swords and all sorts of iron and stones."

At last a great Christian relief army was assembled. "They made an attack in the best order that ever army did. The enemy, forced always to give back, were put all into confusion. They betook themselves to flight, leaving all their provisions, ammunition, cannons and tents--the greatest part rendered unfit for farther use by our great guns."

Never again did the Turks seriously menace Christendom. Western civilization had been saved once more by its supremacy in the use of iron and steel. To aid our survival America's free private industry is producing steel at the highest rate ever known--and still expanding. The question remains--Will America use enough of this tremendous steel production to guarantee the continued supremacy of Western, Christian civilization?...We believe the answer is yes!



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The steel industry is using all its resources to produce more steel, but it needs your help and needs it now. Turn in your scrap, through your regular sources, at the earliest possible moment.



...cut equipment down-time
DOWN
with pin-point dust-removal
via durable

SPIRATUBE

Abrasive dust constantly wages war against the profitable, uninterrupted operation of grinders, buffers, polishers, and near-by machine-tools. It bites into bearing surfaces—and PROFITS. But it can be licked.

Efficient, light-weight, Spiratube chases, and captures dust . . . around corners, into pockets, hard-to-get-at places. Cushioned construction rides with the punch of high-velocity abrasive particles . . . lasts and lasts.

This BETTER tubing is portable, easy to install. Initial cost is small, maintenance cost practically nil . . . adds up to an all-time low in cost-per-year of efficient dust-removal, and it fits into present systems. Standard sizes immediately available from well-stocked distributors—Coast-to-Coast.

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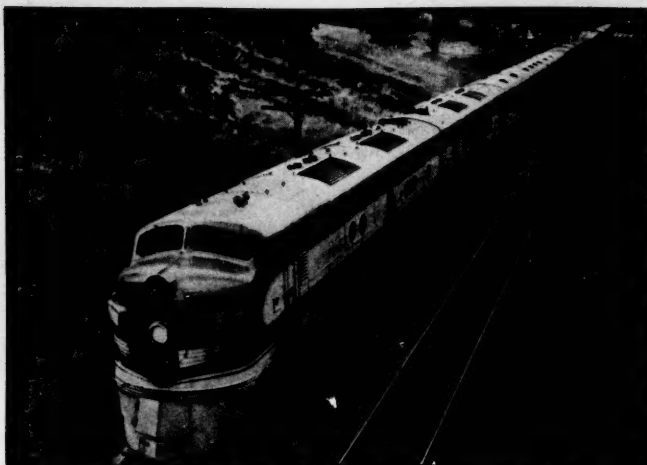


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MoPac Celebrates 100 Years

WHAT is now the "Missouri Pacific Lines" had its real beginning on July 4, 1851, when, amid a great celebration, ground was broken in St. Louis for the start of the Pacific Railroad. Surveys of the Pacific Railroad had been made in 1850 under the direction of James P. Kirkwood, a noted engineer in his day, and the first section of the line, about four miles long, was opened for passenger transportation in December, 1852, as the first railroad operation anywhere west of the Mississippi River.

The first locomotives were built in New England and were shipped by ocean vessel to New Orleans and transferred to river steamboats for movement to St. Louis.

Following the Civil War there began an era of renewed railroad construction. The Pacific Railroad was soon extended to Leavenworth and Atchison. The Iron Mountain Railroad was extended across Arkansas to a point on the Texas border named Texarkana.

Similarly, the Houston & Great Northern, which later became the International & Great Northern, built northward, while the Texas & Pacific had constructed westward from Marshall to Dallas and northward from Marshall to Texarkana. At this time each of the properties was independent of the others and considerable duplicated construction was planned.

Just when this wasteful duplication seemed likely, a new figure, Jay Gould of New York, acquired control of Texas & Pacific, International & Great Northern, St. Louis, Iron Mountain and Southern, and Missouri Pacific, the latter two about 1879.

Under his direction the Iron Mountain gave up the idea of its own lines southward into Texas from Texarkana, the International and Great Northern was stopped at Longview and the Texas & Pacific also at Texarkana. The I-GN built

southwestward through San Antonio to Laredo (1881) and the T & P westward to El Paso (1881) and eastward to New Orleans (1882). When he became president of Missouri Pacific in 1880 Mr. Gould consolidated Missouri Pacific and Iron Mountain ownership and management.

During the ten years which followed, new lines were constructed to Pueblo, Omaha, Memphis and Alexandria.

After the 1894 depression had ended, another period of construction activity began about 1902. This time, however, the new lines were mostly constructed to permit more efficient operation rather than to open new territory but in 1907, another financial depression ended large construction, although minor acquisitions of mileage were made from time to time.

Missouri Pacific, I-GN and the GCL were combined in 1924 to form the present Missouri Pacific Lines. In 1926, the Missouri Pacific purchased the New Orleans and Lower Coast R. R. and in 1929 acquired a controlling interest in the Missouri-Illinois R. R.

Due to financial conditions that developed in 1933, and because of reduced revenues, the properties were placed in the hands of a trustee, but the company continued its programs of improvements and betterments, with the addition of diesel-powered and streamlined passenger trains, and, in recent years, with dieselization progressing generally on its 10,000 system miles of road. Centralized Traffic Control, to expedite the movements of the trains, was extended to include much more track mileage after World War II, and with the current installation of radio communications equipment on all mainline diesel freight and passenger locomotives, the Missouri Pacific assumes a position of leadership among the nation's railroads in the use of modern electronic devices.

More Labor Laws

(Continued from page 30)

would not use the powers granted by the Taft-Hartley Law. Of course, we all know that Mr. Truman was elected on a platform which demanded repeal of the Taft-Hartley Law. The Congress has emphatically refused to comply with this platform declaration, but to Mr. Truman it is the highest authority—his oath of office and the law of the land to the contrary notwithstanding. It is not too difficult to destroy a law if those charged with its enforcement refuse to comply with its provisions.

There are other ways in which the Taft-Hartley Law may be raped. For example, the Presidential order creating a Wage Stabilization Board—with powers extending to non-wage disputes. If this effort to vest the Wage Board with powers not included in the Defense Production Act is successful, then powerful union organizations like the CIO will by-pass the Taft-Hartley Law, and "Operation Dixie" will again become busy in the effort to control southern management and employees.

Wage disputes are of minor importance in management-labor relations in the South. It is control the labor bosses want, and this they will get if Congress permits the President to set up a Wage Stabilization Board, under his own appointment, with authority over non-wage disputes, such as the union shop, disciplinary rules, management functions and the like.

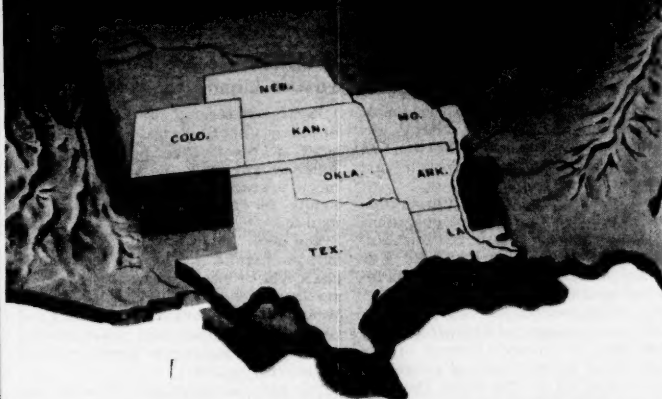
What's Behind It All?—The unsophisticated person may wonder the why and wherefore of such a situation. It is simple enough. The Truman Administration must have the political support of labor if it is to stay in power; power, that is, over all but the labor bosses. Hence, it practices partiality and favoritism and ignores the law, all in the hope that it thus assures its continuance in office.

According to realistic observers the Administration is skating on mighty thin ice. The elections of 1950 show that the so-called "labor vote" is a mirage. The American voter, particularly the working man, knows the "slave labor" charge made against Taft-Hartley for what it is—a big lie. They are not going to surrender their rights and liberties under such a hoax.

Honest Enforcement is Primary Need

—Do we need more labor laws? The first thing we need is a sincere, honest effort to enforce the Taft-Hartley Law. If, after this effort, it is found that changes are needed, they should be made. No man-made law is perfect, but so long as those charged with the responsibility for enforcing the law refuse to use its provisions to protect the public, it is clear that the continued effort to emasculate the Taft-Hartley Law is conceived either in the hope of retaining political power, or to further the enslavement of the American people. Perhaps both.

HERE'S THE IDEAL AREA FOR PLANT DISPERSAL



The sheltered area served by the MISSOURI PACIFIC offers far more to industry than better plant security. Check these additional advantages:

PLANT SITES: Our Industrial Development Department can help select your new plant location in an area best suited to your needs.

LABOR: A reservoir of skilled and unskilled labor is available.

WATER: You are assured of an abundant supply of ground or surface water in most areas served by MO-PAC.

FUEL: You'll find coal, oil and natural gas available in economical abundance.

RAW MATERIALS: Wood, metals, chemicals . . . are almost at the doorstep of most plant sites you may select.

TRANSPORTATION: Our swift diesels can speed your products to any city in the nation . . . or to any port. The MO-PAC serves ten principal gulf ports, offers excellent connections to either Pacific or Atlantic ports.



FOR COMPLETE INFORMATION, write or wire . . .

Industrial Development Dept.,
Missouri Pacific Lines, 1706

Missouri Pacific Bldg., St.
Louis 3, Missouri, or Union
Station, Houston 1, Texas.
Inquiry will be kept in
strict confidence.

SERVING THE WEST-SOUTHWEST EMPIRE

Robert I. Ingalls, Sr. Dies at Birmingham

Robert I. Ingalls, Sr., president and chairman of the board of the Ingalls Iron Works Company, died unexpectedly July 12, in a Birmingham, Ala. hospital.

Mr. Ingalls, a native of Huntsville, Ohio, began his career in 1909 with the purchase of an abandoned machine shop in Birmingham and built it into one of the largest industrial empires in the South. The main office of the vast Ingalls industries is located in Birmingham. The Birmingham Tank division occupies a second plant in the Alabama city, and a branch plant is located in Verona, Pa., a suburb of Pittsburgh.

In 1931, Mr. Ingalls opened shipyards in Decatur and Chickasaw, Ala. It was at the latter yards where he won national acclaim for completing the first all-welded vessel.

The Ingalls Shipbuilding Corporation was established in 1938 and operations at Chickasaw were transferred to Pascagoula, Miss. There, during World War II more than 100 vessels were built including aircraft carriers for the British Navy, cargo vessels for Argentine Republic, and a number of barges for Rhine River duty in France. Typical of the major ocean going vessels of all-welded construction are the Del Norte, Del Sud, and Del Mars luxury liners.

Since its inception the parent company has engaged in the fabrication and erection of power plants, factories, hospitals, office buildings and other struc-

tures throughout the country. Each stands as a memorial to the genius of Mr. Ingalls who also pioneered the all-welded fabrication of steel structures.

Mr. Ingalls was widely known for his interest in his employees and the welfare of the cities in which his plants were located. He was a heavy contributor to civic enterprises, and in 1943 established the Ingalls Foundation for charitable and scientific purposes, educational development and research. One notable contribution of \$150,000 was to the Southern Research Institute.

\$80 Million Alcoa Plant in Texas To Use Lignite for Fuel

At one of several alternate locations in Milam County, Texas, about 60 miles south of Waco, The Aluminum Co. of America will build the first aluminum metal producing plant in history to use lignite for fuel, it was recently announced.

The plant would cost in excess of \$80 million. Lignite is a "young" brownish-black type of bituminous coal, and there are large deposits of this substance in Milam County. However, it was only recently that technological developments made it feasible to use lignite in aluminum production.

The proposed plant will have an annual production capacity of 170 million pounds of aluminum upon completion late next year, and will employ approximately 1,000 workers. The company has applied to Interior Secretary Oscar Chap-

man for a certificate of necessity to begin construction in the immediate future.

The power generating facilities at Milam County will be built and operated for Alcoa by Texas Power & Light Co. Engineering surveys show lignite deposits exist in Milam County to a depth of several hundred feet on the site of a prehistoric river bed. The coal-like mineral can be extracted both by strip and slope mining, and transported directly to the power plant.

The Milam facility would bring to 410 million pounds yearly the total in new aluminum capacity Alcoa has scheduled since the start of the Korean war in June, 1950. When all units are completed, it would give Alcoa a commercial capacity of 1,150 million pounds a year, up from 740 million pounds. In addition, Alcoa recently reactivated two high-cost non-commercial aluminum plants at Badin, N. C. and Massena, N. Y., having a combined capacity of 158 million pounds a year.

It is estimated the final cost of these new Alcoa plants will run around \$250 million. Between the end of World War II and the outbreak of war in Korea, Alcoa spent \$300 million in increasing its capacity and for fabrication.

Butler Mfg. Company Marks 50 Years

One of Birmingham's newer industries, the Butler Manufacturing Company, was host to civic leaders, teachers, clergy, customers, and suppliers and its own employees at an open house Friday and Saturday, July 20 and 21.

Occasion was in celebration of Butler's 50th anniversary. The company, founded in Kansas City a half century ago, has grown from its original six employees to several thousand. In addition to plants here and in Kansas City, Butler has steel fabricating plants in Minneapolis, Minn., Galesburg, Ill., and Richmond, Calif.

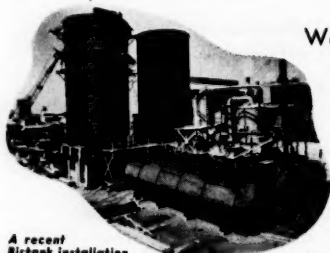
Brought here a year ago as a direct result of efforts of the Greater Birmingham Development Committee in its drive for the industrial development of metropolitan Birmingham, Butler has shown rapid growth in its new surroundings.

Plant Facilities Doubled—Just about a year ago Butler took over the plant formerly used by W. L. Coston and Sons on Avenue W., Ensley. Since that purchase, plant facilities have been virtually doubled, and production capacity has more than doubled. Also, Butler has erected a new, modern office building on the 40-acre site.

Employment at the plant has been increased more than 50 per cent in the past nine months, and Butler is looking ahead to further expansion of employment, according to Floyd T. Read, Manager of Butlers Birmingham Division.

"Butler has grown and prospered in the warm friendly atmosphere of the South" Mr. Read said, "and our growth and development is indicative of the industrial possibilities of the South."

when you have a tank problem



A recent Birtank installation in the process of erection—typical of many complete plate fabrication jobs.

We are equipped to solve any plate work, tank or steel fabrication problem for you quickly and economically — and do the job from plan to production.

Consult our engineers. Let your problems become their problems. Phone, write or wire for information.



SPECIALISTS IN THE FABRICATION OF BULK AND FIELD STORAGE TANKS • HEAVY PLATE WORK OF EVERY DESCRIPTION

Birmingham Committee of 100 Launches Promotional Campaign

A \$600,000 five-year national promotional campaign to bring new industries, sales offices and warehouses into the Birmingham, Alabama district was launched in July by a Committee of 100 of the Birmingham district's business leaders.

Approximately \$100,000 will be spent for the first twelve months' promotional activities. These will include a program of national advertising, preparation of prospectuses and literature presenting the Birmingham district's industrial and distributing advantages and personal solicitations of prospective industries by the district's business leaders.

Advertisements in *The New York Times*, the *Wall Street Journal* and eighteen trade magazines will present the facts behind the Birmingham district's record-breaking postwar industrial expansion. Initial advertisements of the campaign appeared in *The New York Times* issue of July 16th and the *Wall Street Journal* of July 30th. Advertising in trade magazines begins with August issues. Each of the New York newspapers is scheduled to receive one 48 inch advertisement monthly for the ensuing twelve months and trade publications 2/3 page units on a staggered schedule.

Advertisement No. 1, captioned "Why Alabama Power Company Is Spending \$100,000 for Expansion in Alabama," sets forth the reason why the State's largest producer and distributor of electric power has authorized a record-breaking budget for expansion of facilities to meet anticipated increase in power demand. Subsequent advertisements will deal with the large expansion programs of a number of Birmingham's major industries and the reasons which have motivated the location of so many new enterprises in the Birmingham area.

Organization of the Birmingham district's promotional campaign was inspired by the success of the Committee of 100 in bringing to the Birmingham district last year 26 new industries, in addition to many smaller enterprises.

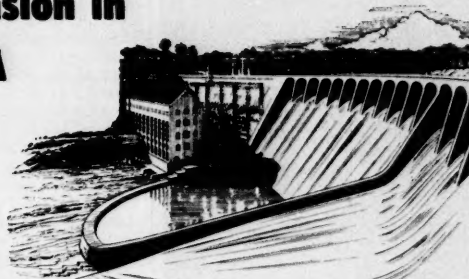
The Birmingham community's \$600,000 promotional fund was raised in a drive inaugurated April 2nd. The \$500,000 quota was over-subscribed in less than a week.

The Committee of 100 is affiliated with Birmingham's progressive Chamber of Commerce, of which William P. Engel is president and Hugh P. Bigler, recently vice president of the Connors Steel Company is executive director. Chairman of the Committee is Clarence B. Hanson, Jr., Publisher of *The Birmingham News*.

South Carolina State Chamber Announces New Location

South Carolina State Chamber of Commerce wishes to announce the new location of their offices in the Palmetto State Life Building, Ninth Floor, 1310 Lady Street, Columbia, South Carolina. Telephone 2-4549.

Why ALABAMA POWER COMPANY is Spending \$100,000,000 for Expansion in ALABAMA



Thomas W. Martin, Chairman of the Board of Alabama Power Company, recently announced a record-breaking three-year program of expansion of \$100,000,000.

In a statement announcing the decision of the Company to spend this unprecedented sum for new construction, Chairman Martin said:

"No region in America has matched the Southeast's dynamic progress in the past two decades. The Southeast has outgained all sections of the nation in percentage of increase in per capita earnings and is now being generally acclaimed as the region of tomorrow's greatest opportunities for growth.

"Birmingham is the central city of the Southeastern States. It has outstanding manufacturing and distributing advantages for companies that are decentralizing, manufacturers that are broadening production, and firms which wish to put sales offices in the center of the growing Southeast consumer market. Among these are abundant raw materials and labor, a web of transportation facilities, low-cost fuels and power, and a most reasonable tax rate.

"Birmingham and Alabama have experienced their greatest industrial development in the postwar period. Studies made by our Company forecast continuation and acceleration of this progress in the period ahead. This is why we estimate the expenditure of more than \$100,000,000 over a three-year period for expansion of our Company's facilities in Alabama."

* * * * *



The Committee of 100 or any of the undersigned members of the Executive Committee will welcome the opportunity to give you confidential and specific data regarding the advantages of the Birmingham district for your plant, office or warehouse.

BIRMINGHAM COMMITTEE OF 100 Executive Committee

Gordon Persons
Governor
State of Alabama
Bradford C. Colvard
President
Woodward Iron Co.
John S. Coleman
President
Birmingham Trust
National Bank

Donald Comer
Chairman of the Board
Avondale Mills
William F. Engel
President
Engel Companies
W. W. French, Jr.
President
Moore-Handley
Hardware Co.

Clarence B. Hanson, Jr.
Publisher
The Birmingham News
W. H. Hoover
President
Employers Insurance
Co. of Alabama
Mervyn H. Starnes
Sterne, Agee & Leach

Claude S. Lawson
President
Stess-Sheffield
Steel & Iron Co.
Thomas W. Martin
Chairman of the Board
Alabama Power Co.
J. C. Parsons
President
First National Bank

O. W. Schanbacher
President
Loverman, Joseph &
Loeb
A. V. Wiebel
President
Tennessee Coal,
Iron & Railroad Co.

Six standard coal barges nearing completion in the Barge Construction Building at Ambridge, Pennsylvania.

The modern
all-weather facilities
of American Bridge
Company include
complete indoor
construction for
barges and other
floating equipment.



AMERICAN BRIDGE COMPANY

General Offices: Frick Building, Pittsburgh, Pa.
Contracting Offices in New York, Philadelphia,
Chicago, San Francisco and other principal cities
United States Steel Export Company, New York

UNITED STATES STEEL

FINANCIAL NOTES

United States Plywood Corp., New York, N. Y., reports for the fiscal year ended April 30, 1951 net profits, including its equity in undistributed net earnings of companies not consolidated, of \$9,665,800, equal after preferred dividends to \$5.99 per share on the 1,581,384 common shares outstanding on April 30. On the basis of the 1,438,435 common shares outstanding prior to the 10 per cent stock dividend paid in April, 1951, the year's earnings equaled \$6.58 per share.

Net profits for the year ended April 30, 1951, exclusive of unconsolidated equities, were \$8,951,300, equal to \$5.54 per share on the common stock outstanding prior to the stock dividend.

The Board of Directors of **Hercules Powder Company, Wilmington, Delaware**, recently declared a regular quarterly dividend of 1¼ per cent, equal to \$1.25 a share on its preferred stock, payable August 15 to stockholders of record August 2.

Texas Gas Transmission Corp., Owensboro, Ky., plans to raise \$10 million through the sale of preferred stock to help pay expansion costs. The concern will offer 100,000 shares of its \$100 par preferred stock for public sale, according to a registration statement filed with the Securities and Exchange Commission. The underwriting group will be headed up by Dillon Read & Co., New York. Offering price and underwriting terms are to be supplied by amendment.

The company plans to use the proceeds for its expansion program, including the construction and operation of a new 26-inch pipeline in Louisiana.

Daniel B. Fuller, president of **D. B. Fuller & Co., Inc.**, textile converters and finishers, announced recently that consolidated net sales of the company and its subsidiaries for the fiscal year ended April 30, 1951 were \$19,880,310 and that net profits after taxes were \$804,400, equal after dividends on the first and

second preferred stock to 86 cents per share of common stock.

El Paso Natural Gas Co. has recently filed a registration statement with the Securities and Exchange Commission for the public offering of 70,000 shares of its no par convertible preferred stock.

The shares will be offered through an underwriting group headed by White, Weld & Co., New York. Price and underwriting terms are to be supplied by amendment. The company plans to use the proceeds in its expansion program.

Texas Electric Service Company, Fort Worth, Texas, announced recently that total operating revenues for the twelve months ended April 30, 1951 amounted to \$26,485,659.40. Total operating expenses were \$11,073,129.49 while total operating revenue deductions amounted to \$19,642,931.35.

Gross income for the same period was \$6,911,411.22 and net income amounted to \$5,539,421.69.

Invitations for bids were received July 12 on \$1,650,000 of equipment trust certificates, according to the **Texas & Pacific Railway**. These will mature in 10 equal annual instalments, Aug. 1, 1952-61. The money will finance for the T. & P. about 75% of an equipment program costing an estimated \$2,233,496.

According to Alonzo G. Decker, president of **Black & Decker Mfg. Co.**, has arranged for sale of a \$2 million 3% per cent note, due April 1, 1967, to New York Life Insurance Co.

The maker of portable electric tools will use the new money for a branch plant being built in Hampstead, Md.

Public offering of 100,000 shares of **Midsouth Gas Co.**, common stock at \$6.75 a share was made recently by Equitable Securities Corp., T. J. Raney & Sons, and Womeldorf & Lindsey. The gas utility will use the money for expansion.

**ECONOMICAL
RELIABLE**

**YOUR SOURCE
OF SUPPLY FOR QUALITY
METALS SINCE 1907**

**VIENER
METALS**

**HYMAN VIENER
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MANUFACTURERS
P. O. BOX 575 • RICHMOND, VA.

Write c/o Dept. MR Today.

**ALUMINUM • BABBITTS • BRASS &
BRONZE INGOTS • PIG LEAD • COPPER
ALLOYS • SOLDER • TYPE • ZINC**

Oklahoma City Steel Mill To Begin Operations

Operations will begin this month at the Hoster Steel Corporation, "the smallest integrated steel mill in the world," in Oklahoma City, Oklahoma.

This new \$700,000 plant, financed completely by Oklahoma investors, and born of the difficulties Oklahoma manufacturers were having in getting steel for their operations, will use state scrap iron in its electric furnaces, and will provide jobs for about 100 men.

W. H. Hoster, of Oklahoma City, and president of the new firm, retired from a lifetime in the steel business in Chicago and came to this city ten years ago. What he and his associates have done should serve as an inspiration to others who find themselves in similar circumstances.

Mr. Hoster said that the cost of making steel in Oklahoma City will compare favorably with any other point in the country since Oklahoma's electric rates are as much as 25 per cent lower than rates paid in other steel centers. This is the first plant of its kind in the state.

Commenting further, Mr. Hoster said, "We feel that the market is unlimited, and that the presence of a mill here will encourage processors of steel to move to Oklahoma. We are far from target areas in case of war, and our power and gas rates, plus the market, should encourage more steel fabrication in the state with a constantly expanding need for our product."

Appalachian Expands Facilities At Embreeville Tennessee

According to a recent announcement Appalachian Mining & Smelting Co., is expanding its Embreeville, Tennessee zinc mining facilities. Mr. G. R. Warren, President, said his company has signed a procurement contract with the Government covering delivery of 10,000 tons of zinc slabs to industrial users within the next two years. The \$3,500,000 contract was reported the first zinc contract signed by the Government under the Defense Production Act.

Appalachian has awarded a contract for the erection and operation of a "Welz" kiln at Embreeville, to be completed next November. It is expected to have a production capacity of 800 to 1,000 tons of zinc oxide monthly when completed.

Appleton Electric Plans Plant for Trussville, Ala.

Appleton Electric Company, Chicago, Illinois, has announced plans for the construction of a million dollar plant for the manufacture of electrical equipment, to be located at Trussville, Alabama.

Construction work is scheduled to start later this year, and should be completed by the fall of 1952. The plant will have 70,000 feet of floor space.



protect it with

DIXISTEEL-QUALITY

hot-dip galvanizing

**FOR CASTINGS • FABRICATED PARTS
PIPE • TANKS • STRIPS • BARS**

Up to 24 x 3 x 3 Feet*



Now you can have the same high quality, hot-dip galvanizing as used on our own products. You get a tough finish that withstands severe bends without cracking or flaking. Hot-dip galvanizing forms a bond between the iron or steel and molten zinc—providing positive protection against rust and corrosion.

Write for quotations on this superior service. Give full details of materials, including dimensions.

**Single-dip size—Larger sizes by double-dipping.*



Atlantic Steel Company

ATLANTA GEORGIA

BUSINESS NOTES

Dan River Mills, Danville, Va., weaver and finisher of cotton and rayon goods, recently made arrangements to buy the **Aberfoyle, Inc.**, rayon weaving mill at Norfolk, Va. No estimated purchase price was given.

The Aberfoyle mill in Norfolk employs about 85 workers. It will be operated as a division by the new owners.

Westinghouse Electric Corp., Pittsburgh, Pa., has recently purchased all

the common capital stock of **Plywoods Plastics Corp. of Hampton, S. C.** The purchase price was not disclosed.

Included in the purchase are mortgages held by the Reconstruction Finance Corporation. The company for some years has been operated under an R.F.C. loan.

Plywoods Plastics manufactures plywood, flush doors and like wood products and has a 500,000-square-foot plant. Under Westinghouse ownership it will con-

tinue to make its regular products and also will manufacture laminated plastics and molded composition plastic products used in items manufactured by Westinghouse.

A folder describing the Layne Multi-Plate Underdrain System has been released by **General Filter Company**, a Layne affiliated company. Multi-Plates channel the upflow horizontally when backwashing a water purifying plant. These baffle plates are made from stainless steel to exacting dimensions.

The booklet is illustrated with cutaway sections and a typical installation shows the even water distribution and non-clogging features of the Multi-Plate.

International Minerals & Chemical Corp., Chicago, Ill., has purchased the **Thomson Phosphate Company**, according to an announcement made recently by Franklin Farley, vice president in charge of International's Phosphate Division.

Thomson Phosphate Company, which was organized in 1920 with headquarters in Chicago, has maintained a sales and distributing organization for the distribution of fine ground phosphate rock to dealers and farmers for direct application to the soil. The company ships regularly to approximately 500 dealers in 28 states, and International Minerals & Chemical Corp. is its source of raw material.

Niagara Mohawk Power Corporation has sold the coke-producing facilities at its Troy (N. Y.) coke and gas plant to **Republic Steel Corporation**, it was announced recently by Earle J. Machold, President of Niagara Mohawk, and C. M. White, President of Republic.

Textron, Inc., has recently sold its Charlotte, North Carolina, rayon weaving mill to **Vanderbilt University**, for \$2,700,000.

Textron immediately leased the property back for 11 years with a renewal option.

Consolidation Coal Co., Kentucky, a division of **Pittsburgh Consolidation Coal Co.**, has recently sold its Jenkins, Ky., telephone system to **Universal Telephone & Telegraph Corp.**

The new owners, a Kentucky corporation with headquarters in Indianapolis, operates telephone facilities in nine Indiana towns and formerly operated systems in western Kentucky and North Carolina.

Robert E. Robertson, Jr., wishes to announce the conclusion of his partnership in the former firm of **Williar & Robertson**, and the continuation of his practice as **Robertson & Associates, Consulting Engineers**, effective July 1, 1951. Located at 339 St. Paul Place, Baltimore 2, Md. Telephone Saratoga 7983.

HOW TO KEEP

A "ROOF OVER YOUR HEAD"

Why let high building costs drive you "out into the open"? When you need dependable shelter, you can get it at low cost with Armco Steel Buildings.

These sturdy structures are mass-produced for economy, yet can be individualized to meet your exact needs. They are durable, weather-tight and fire-resistant. Long, trouble-free service is assured.

Armco STEELOX Buildings will meet your requirements for offices, shops and other structures from 4 to 36 feet wide. For larger buildings, the Armco PIONEER with clear spans to 100 feet, is the answer. Write today for complete budget-saving information.

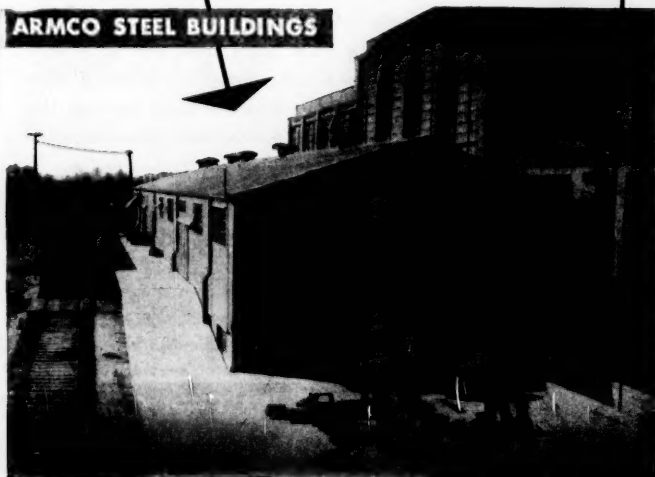
ARMCO DRAINAGE & METAL PRODUCTS, INC. DIXIE DIVISION

619 Forsyth Bldg. Atlanta, Georgia

3500 Maury St. Houston, Texas

Other Offices in Principal Cities

ARMCO STEEL BUILDINGS



WHO'S WHERE

The Atlantic Coast Line Railroad Company has announced the following appointments, all effective as of July 1, 1951:

C. H. Battle is appointed assistant freight traffic manager with office at Miami, Fla.

P. J. Lee is appointed assistant freight traffic manager with office at Tampa, Fla.

J. O. Adams is appointed assistant freight traffic manager with office at Orlando, Fla.

E. B. Lawrence is appointed Florida freight traffic manager with office at Jacksonville, Fla.

Henry W. Persons and **John F. Thompson**, of **Monsanto Chemical Company's** Trenton, Michigan, plant, have been transferred to the company's Phosphate Division engineering department at Anniston, Ala., it was announced recently by W. T. Durrett, chief engineer.

The Brink & Cotton Mfg. Co. of Bridgeport, Conn., manufacturers of a complete line of clamps, vises and hand tools for production, maintenance and service, announces the appointment of **Mr. Fred Brink, Jr.**, as General Sales Manager for the United States.

Mr. Brink has been associated with the firm for many years in the capacity of Assistant Sales Manager, handling traffic, advertising and promotion. He has been responsible for the development of many improvements in the line and creations of sales helps and promotions.

Announcement of the election of **John W. James** as vice president in charge of research was recently made by **McDonnell & Miller, Inc.**, Chicago, manufacturers of boiler safety devices and related products.

Mr. James, who joined the McDonnell & Miller organization in 1948 to inaugurate an intensive research program, is widely known in the heating industry for his activities in professional societies, as a consulting engineer, and author or co-author of many authoritative engineering papers and text books on heating and air-conditioning.

Dr. William C. Knopf has been appointed supervisor of the Mulberry, Florida, Experiment Station of **International Minerals & Chemical Corporation**. Dr. Knopf was formerly assistant dean of the Northwestern University Technological Institute.

In his new position Dr. Knopf will work under the supervision of Dr. I. M. LeBaron, director of research laboratories for International Minerals & Chemical Corporation, Chicago, Ill.

Allied Paper Bag Corp., Baltimore, Md., recently appointed **Charles C. Catlin** to the newly created position of general manager. Mr. Catlin will be in charge of all phases of the company's operations.

Dallas Power & Light Announces Three Year Expansion Program

During the next three years Dallas Power & Light Co., plans to spend an estimated \$27,500,000 on new facilities. G. L. MacGregor, president, told stockholders at the annual meeting.

The new budget is on-top of \$35 million the utility has spent on expanding its power capacity during the last five years. Mr. MacGregor noted the company's post-war construction program to date has nearly doubled its generating capacity. Its plants now are capable of producing 332,500 kilowatts of electricity, compared with 118,000 at the end of World War II.

The company has a new plant on the eastern edge of the city under construc-

tion. The first unit of this new station will add 80,000 kilowatts of capacity when it goes into operation in 1953.

Reardon Co. Completes Factory In St. Louis County, Mo.

Reardon Company recently announced that it is completing a new factory and general office building in St. Louis County, Missouri.

The factory was begun last December and is expected to be completed this Fall. It will house one of the most modern water paint plants in the world and will more than treble the company's production in St. Louis. The structure will have 87,728 square feet of floor space.



You Can't Beat St. Petersburg for Craft Manufacturing

says **EARL GRESH**, founder and president of the **Earl Gresh Wood Parade** and manufacturer of the **Gresh Wood Products**.

"St. Petersburg, in my opinion, offers to manufacturers and business people a better way of life than that which is presented by most of the larger industrial centers. We believe that both employers and employees should enjoy life as they go along, and that they can combine effective work and production with a thorough enjoyment of leisure time.

St. Petersburg's unique climate has

many advantages for light industries. It not only makes possible low operating costs, but gives us healthier, happier employees, less labor troubles, better living conditions. Florida has many natural resources upon which industries can be built, and its markets and transportation facilities are adequate. We have enjoyed doing business in St. Petersburg, and believe many other types of light industries would prosper here."

Earl Gresh



Write for FREE Booklet

Let us send you a copy of our new "SURVEY OF INDUSTRIAL ADVANTAGES OF ST. PETERSBURG." Write on your business letterhead. Address: M. C. Dunn, Director of Industrial Department, Chamber of Commerce. All inquiries handled in strict confidence.

ST. PETERSBURG, FLORIDA *The Sunshine City*

Internat'l Minerals & Chemical Completes Texarkana Expansion

Construction of a plant food mixing building, two buildings for bulk storage of superphosphate, a warehouse for bags and a locker building has been completed at International Minerals & Chemical Corporation's fertilizer plant at Texarkana, Arkansas, according to Maurice H. Lockwood, vice president in charge of the corporation's plant food division.

The original mixing building at the plant was destroyed by fire early in 1950 but mixing operations continued in un-

damaged structures until the new building could go into operation.

The new structures, together with a shop and tractor garage that is not yet completed, will increase the capacity of International's Texarkana operation about 50 per cent, Mr. Lockwood said.

The new mixing building is 160 feet wide and 320 feet long, with rigid steel frame construction, concrete floor and foundation, and corrugated iron roof and siding. It contains standard fertilizer basing and shipping mill equipment, with a weigh hopper system for mechanizing the basing operation. The new bulk storage buildings are each one span 110 feet wide and 160 feet long.

Structural steel, roofs and siding have been fabricated and erected by Mosher Steel Company, Dallas, Texas. The conveyor system is from Barber-Greene of Aurora, Ill. Atlanta Utility Company, Atlanta, Ga., and R. D. Cole Manufacturing Company, Newnan, Ga., furnished processing equipment.

In addition to the new buildings, the Texarkana plant consists of a superphosphate manufacturing plant, a finished goods warehouse, anhydrous ammonia storage tanks, and an office building, Mr. Lockwood said.

Rome Ga. Chosen as Site For New Mead Paper Mill

Al H. Mahrt, Vice President, The Mead Corporation, Dayton, Ohio, and President, Macon Kraft Company, Macon, Georgia, announced recently that Rome, Georgia, has been selected as the location for a Kraft Container Board mill.

Mead was recently awarded a Necessity Certificate by the Defense Production Administration for the construction of a Kraft Container Board mill estimated to cost over \$21,000,000.

Mead's present operations in Georgia are in Brunswick—the Brunswick Pulp & Paper Company, owned by Mead and the Scott Paper Company, and in Macon—the Macon Kraft Company, owned by Mead and the Inland Container Corporation. Bleached sulphate pulp is produced at Brunswick and kraft container board is produced at Macon.

Mead's other operations are located at Chillicothe, Ohio; Lynchburg and Bristol, Virginia; Kingsport, Knoxville, Nashville and Harriman, Tennessee; Sylva, North Carolina; Manistique and Escanaba, Michigan; Leominster, Massachusetts; and Philadelphia, Pennsylvania.

General Electric to Build \$6 Million Plant at Anniston

General Electric announced July 2, that construction would begin immediately on a new six million dollar receiving tube plant at Anniston, Alabama.

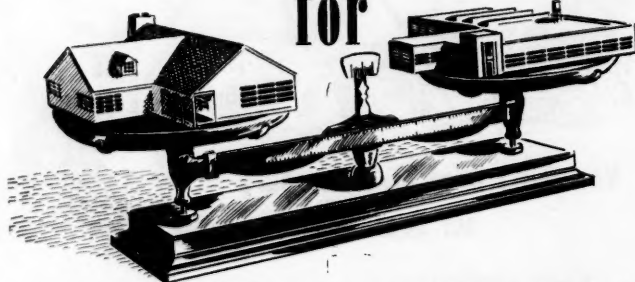
Addition of this plant to General Electric's tube operations has been dictated by the company's expanded activity in the manufacture of "High-Reliability" tubes for military application.

Over 2,000 people will be employed in the Anniston plant when its 150,000 sq. ft. of floor space is fully activated.

"This new plant, scheduled for completion early in 1952," said J. M. Lang, manager of G. E.'s Tube Divisions, "will permit us to further concentrate on production of the specialized tube types so urgently needed by the services in the present emergency. Demands for miniature and sub-miniature tubes of the "high-reliability" type are pyramiding to a point where an even larger portion of our manufacturing facilities is being devoted to them."

SOUTHERN POWER

for



NATIONAL DEFENSE

Electric power is a vital factor in our defense effort. As an example of the demand by defense plants, one Southern B-29 bomber plant used as much electric power during World War II as was needed to supply the electric requirements of 100,000 residences. And this was just one of many defense plants in SOUTHERN COMPANY territory.

The four associated power companies of THE SOUTHERN COMPANY System have more than doubled their generating capacity since 1940. New generating plants now under construction and planned for completion in 1951, 1952 and 1953 will more than double the system's generating capacity as it existed at the end of World War II. These companies are building and planning to assure an adequate supply of electric power for all requirements.

ALABAMA POWER COMPANY
Birmingham, Alabama

GULF POWER COMPANY
Pensacola, Florida

GEORGIA POWER COMPANY
Atlanta, Georgia

MISSISSIPPI POWER COMPANY
Gulfport, Mississippi

The Southern Company
ATLANTA, GEORGIA



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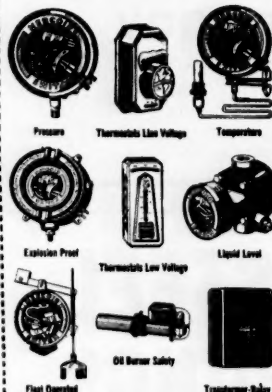


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Dresser Industries, Inc. Announces Reorganization

Completion of the formation of a new organization known as Dresser Equipment Company is announced by H. N. Mallon, President of Dresser Industries, Inc., Dallas, Texas.

The new company is composed of two former Dresser Industries' subsidiaries, Kobe, Inc., developers and manufacturers of Kobe Hydraulic oilwell pumping equipment, and International Derrick & Equipment Company, manufacturers of oilwell drilling and production equipment. These two organizations will function as the Kobe Division and Ideco Division of Dresser Equipment Company, itself an operating subsidiary of Dresser Industries, Inc.

Kobe will be a complete operating unit. Ideco will operate its three manufacturing plants located at Columbus (Ohio), Beaumont (Texas), and Torrance (California) as separate units under their own General Managers. These Ideco general managers will have complete charge of

each individual plant's administration and will report directly to John B. O'Connor, who has been elected President of Dresser Equipment Company, in addition to being Executive Vice President of Dresser Industries, Inc.

These improvements and simplifications of management conform with Dresser's policy of having each of its operating units stand on its own feet. They also allow the individual Ideco plants greater freedom of action and assure better and faster service to all concerned, placing plant management in direct contact with the field.

Port of Miami Shipping Doubles in Three Years

Capt. Charles Olsen, director, recently announced that shipping has more than doubled in the past three years through the Port of Miami. Cargo for the 1950-51 fiscal year amounted to 579,214 tons, compared to 230,000 tons during the 1947-48 period.

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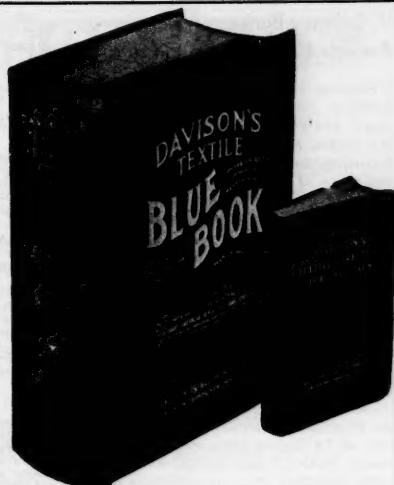
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U. S. Navy Bureau of Ships Awards Contracts to Higgins

Higgins, Inc., of New Orleans, a ship-building company, has been awarded three contracts totaling \$14,371,800 by the United States Navy bureau of ships, according to an announcement made by the office of the secretary of defense in Washington, D. C., and confirmed by Andrew J. Higgins, Sr., president of Higgins, Inc.

The three contracts awarded call for construction of four mine sweepers, 14 steel Diesel harbor tugs, and 14 steel cargo passenger boats.

According to a Washington dispatch, the contract for the four mine sweepers—each 165-feet long—totals \$7,270,000. The contract for the 14 100-foot steel Diesel harbor tugs totals \$5,568,800 and the third contract calls for the construction of 14 65-foot long steel cargo passenger boats to cost \$1,533,000. The dispatch specified that the contracts are to be subject to negotiation after exact costs are known.

Work on the new contracts will start immediately. And many new employees will be needed to fill the contracts. Those Higgins' employees that recently completed work under a Brazilian ferry-building contract will continue to be employed under the new contracts.

Booklet Describes Alternate For Chromium-Nickel Stainless

A 12-page illustrated booklet, "A Guide to Type 430 Stainless Steels as Alternates of the 18-8 Series," has just been released by Republic Steel to help manufacturers affected by defense restrictions on the use of chromium-nickel stainless steel. The booklet describes Type 430 Stainless Steel and its modifications (which contain no nickel) in comparison with Types 302 and 304 (now restricted due to nickel content). Data are given concerning performance under corrosive conditions, and the mechanical properties related to high temperature uses. Drawing, forming, welding, and polishing of Type 430 stainless steels are discussed at length, with references to the differences in these operations arising when 430 is used as an alternate for Types 302 and 304. The booklet may be obtained from Republic Steel Corporation, Cleveland 1, Ohio.

New Plants

(Continued from page 12)

HOUSTON — Gulf Oil Corp., Gulf Bldg., service station, Highway 75 & Tomball Rd., \$33,797.

HOUSTON — Gulf Oil Corp., Gulf Bldg., service station, Washington & Silver Sts., \$28,858.

HOUSTON — Gulf Oil Corp., Gulf Bldg., service station, Clinton Drive and Gulf Rd.

HOUSTON — Schlumberger Co., five buildings, 2000 Block Kolbabi, \$1,538,000.

KINGSVILLE — Celanese Corporation of America, new unit to chemical plant, \$3,400,000.

KINGSVILLE — Jersey Products Co., new creamery building.

LIBERTY COUNTY — Texas Gulf Sulphur Co., has plans complete to increase the capacity of its Moss Bluff Mine.

LUBBOCK — C. P. & Watson Carlock, P. O. Box 229, office building.

MIDLAND — Borden Co., 2405 W. Missouri, NPA approval for plant addition, \$80,000.

ODESSA — Gilmore Refineries, Inc., Long Beach, Calif., and Progress Pacific Pipeline Co., Los Angeles, plan construction to start early in 1952; of oil refinery, \$20,000,000.

ODESSA — Sivalis Tanks, Inc., NPA approval for plant office building, \$23,429.

PASADENA — Mathieson Chemical Corp., cafeteria building.

TEXAS CITY — Monsanto Chemical Co., Texas Division, engineering and construction of styrene plant expansion; will be handled jointly by Texas Division Engineering dept. and the Lummus Co. of New York; construction to begin latter part of this year.

VERNON — Southwestern Bell Telephone Co., Dallas, telephone building.

VIRGINIA

EMPORIA — Martin Fabrics Corp., NPA approval for weaving mill, \$315,000.

HARRISONBURG — Castle Construction Co., Altavista, \$294,437. Harrisonburg telephone building.

LYNCHBURG — Chesapeake & Potomac Telephone Co., installing dial equipment in Lynchburg central office, \$40,000.

LYNCHBURG — Virginia Gear & Machinery Co., NPA approval for addition to plant, \$38,950.

NARROWS — Guy M. Bruce, NPA approval for service station, \$14,562.

NORFOLK — Dan River Mills, Inc., plans purchase of Aberley, Inc., Norfolk filament rayon weaving plant.

NORFOLK — Paisley Corp., NPA approval for building alterations, \$17,152.

RICHMOND — Rich Rock Corp., NPA approval for industrial plant, \$126,350.

ROANOKE — Esso Oil Co., NPA approval for service station, \$21,559.

WEST VIRGINIA

WEST VIRGINIA — Wheeling Steel Corp., improvement program at its Benwood plant; and also a \$130,000 expansion program at its Steelcrete factory at Beech Bottom.

CHARLESTON — N. Blumberg, NPA approval for warehouse for automobile tires, \$14,900.

FAIRMONT — Alphonso Carlone, NPA approval for service station, \$15,000.

MOUNDSVILLE — Allied Dye & Chemical Co., plans test wells for rock salt with view to construction of major chlorine and caustic plant.

MOUNDSVILLE — Esso Standard Oil, NPA approval for service station, \$31,093.

NATHRIUM — Pittsburgh Plate Glass Co., construction under way on \$8,500,000 expansion of chlorine and caustic soda producing facilities operated by Southern Alkali Corp., a wholly-owned subsidiary.

PETERSBURG — Isaac D. Smith, NPA approval for utility office and warehouse, \$15,081.

RACHAEL — Sharon Steel Corp., plans to build coal-washing plant at its Jo-Anne Coal Mines, \$1,250,000.

WEIRTON — Weirton Steel Co., preparing site for multi-million dollar blast furnace.

WHEELING — Wheeling Steel Corp., expansion program, to be completed by end of 1953.

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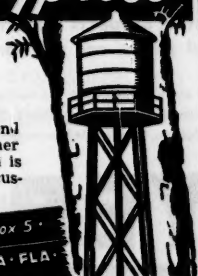
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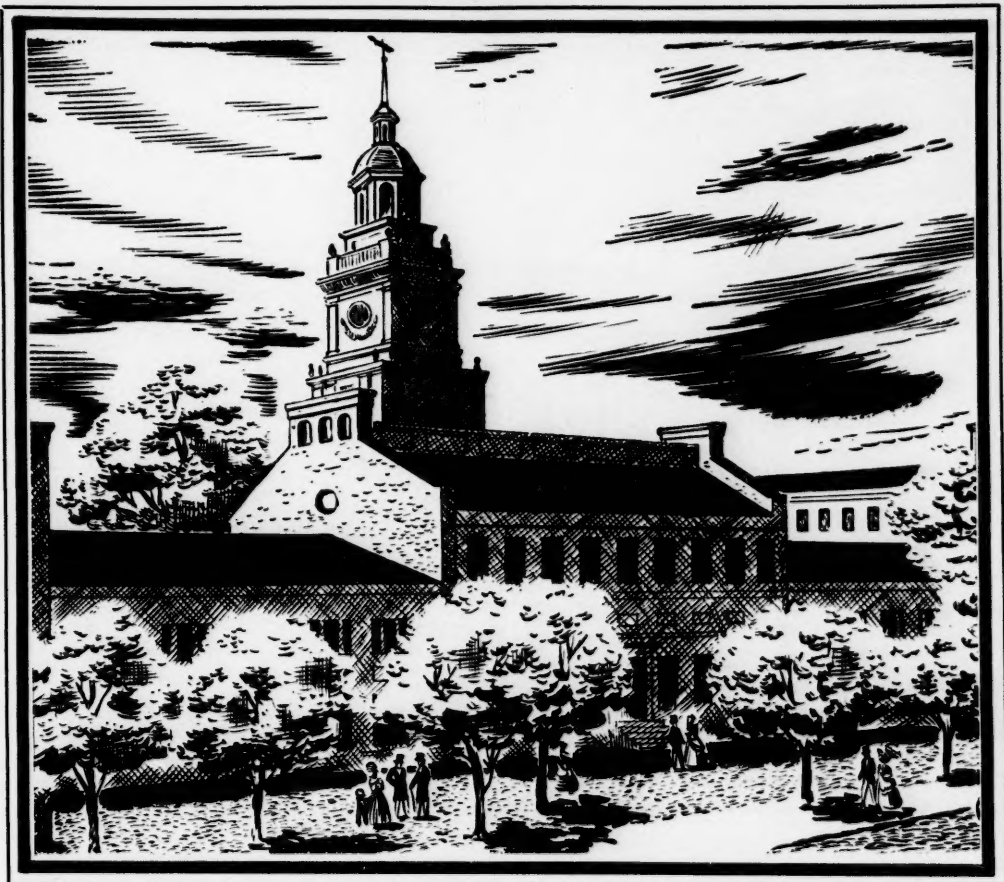
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